Simplicity

THE 1957
LOOK
FOR
SPRING

1918

35c

The fashion magazine for women who sew

Spring Pattern Book

AVONDALE

PERMA-PRESSED COTTONS

—wrinkle-resistant—need little or no ironing—all in Companion Colors
—in ready-to-wear and by-the-yard at fine stores near you. Look for this tag.

AVONDALE

Designed by **Joseph Love** in Avondale Briteweave. Write for pattern number. Avondale cottons are guaranteed to be as represented. If for any reason you are not satisfied, we will replace fabric or refund purchase price. Avondale Mills, Inc., Comer Bldg., Birmingham, Ala.

it's jersey of 100%

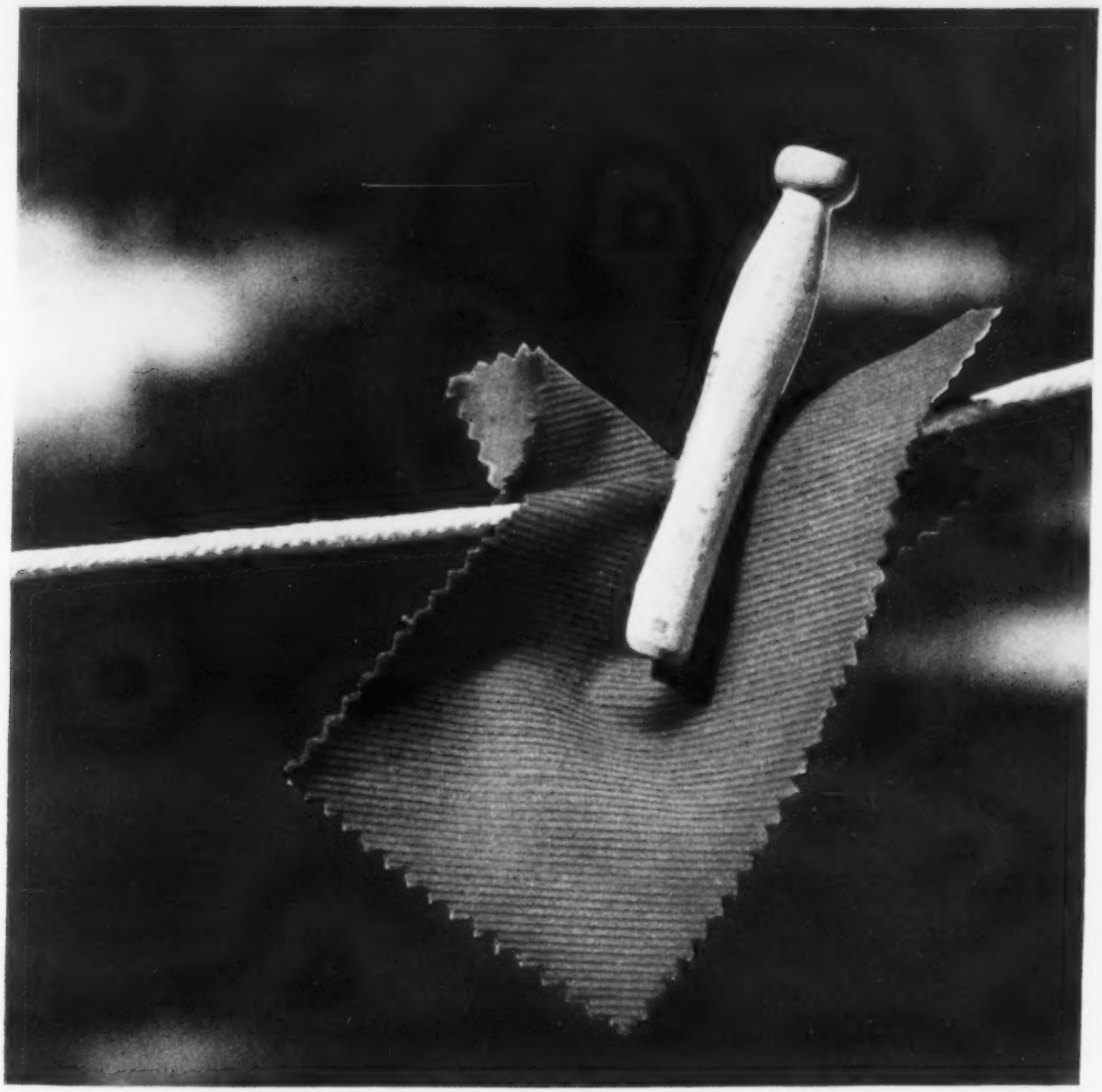
ACRILAN

SIMPLICITY PATTERNS: LEFT, 2-PC. DRESS, #1913. RIGHT, ENSEMBLE, #1940. FABRIC: "PRIDE," JERSEY OF 100% ACRILAN BY HELLER FOR NEAREST STORE, SEE PAGE 111

FOR FREE BOOKLET, "WHAT DO YOU WANT TO KNOW ABOUT ACRILAN," WRITE TO BOX SP, THE CHEMSTRAND CORPORATION, 350 FIFTH AVENUE, NEW YORK 1, N. Y.

THE CHEMSTRAND CORPORATION, 350 Fifth Ave., N. Y. 1 • Plants: ACRILAN® ACRYLIC FIBER–Decatur, Ala. • CHEMSTRAND® NYLON–Pensacola, Fla.

Having a wonderful time with
Wellington Sears
FRESH FACED COTTONS
TOPSAIL . . . Crisp, carefree and colorful, is America's favorite sailcloth—a most versatile fabric for casual wear and sportswear. For mix-match separates, team it with its brand new companion, Sail-Ho, both coordinated in marvelous prints and solids. Then add to your fun with MerryMaker, a firmly woven cotton, so pretty and practical. All these Fresh Faced Cottons are a joy to sew in fashions and home fashions. Sanforized and mercerized, of course. See them *all* at leading fabric counters.
Fresh Faced Cottons, by-the-yard, from .89 to about $1.39.
TOPSAIL®
SAIL-HO®
MERRYMAKER
TM Reg. applied for
WELLINGTON SEARS COMPANY
65 Worth Street, New York 13, N. Y.
WEST POINT TEXTILES



You can hang your hopes on lasting beauty...

when the fabric is

VAT COLORED

Here's how to pick colors that never let you down with faded glory.

Whether cottons, washable rayons or linens, make certain they're Vat Colored . . . and you'll know that *the color will live!*

Tub them over and over . . . have them dry cleaned again and again . . . Vat Colored fabrics never disappoint you with a washed-out look. Bathe them in sunlight or bleach . . . the colors stay brilliantly alive. Even perspiration or salt water can't dim their radiance . . . and they don't rub off!

In fashions for your family . . . in plain colors or prints . . . choose Vat Colored fabrics. They may cost you a trifle more, but what a difference they mean in *lasting* enjoyment!

Be sure! Ask your salesperson to show you Vat Colored fabrics . . . for *quality* colors that *last.*

This message sponsored by **VAT DYE INSTITUTE,** *Empire State Building, New York City*

If your machine is anywhere between the oldest and a '57 White...

Now's the time to trade it in — and learn how wonderfully easy and exciting sewing on a modern WHITE can be! Choose from many types — straight stitch and automatic zig zag, portables or consoles — they *all* give you WHITE's 29 exclusive features, including famous WHITE Speed Control and Auto-Rotary sewing. Priced from $69.50 to $424.00, a WHITE is even lower priced with a trade-in! Visit your WHITE Sewing Center today and see for yourself: It's fun to sew the great WHITE way!

WHITE SEWING MACHINE CORP. CLEVELAND, OHIO

You can cut it with confidence / AVISCO rayon is the reason

This crisp, linen-like Burlington fabric of Avisco rayon is completely co-operative on the cutting table, in the sewing machine *and* in the washing machine! It's crease-resistant, fresh and cool to wear. It qualifies for the Avisco Integrity Tag. That tag is your assurance of colorfast washability at warm setting in all 28 colors, and splendid quality from fiber to finish. Simplicity Pattern No. 1874 for misses, juniors.

"Redondo" at better piece goods departments, about $1.29 a yard, 44"-45".

AVISCO INTEGRITY TAG

AMERICAN VISCOSE CORPORATION
350 FIFTH AVENUE, NEW YORK 1, N. Y.

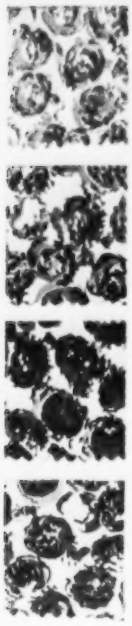
BUTTERFLY BY KRAMER

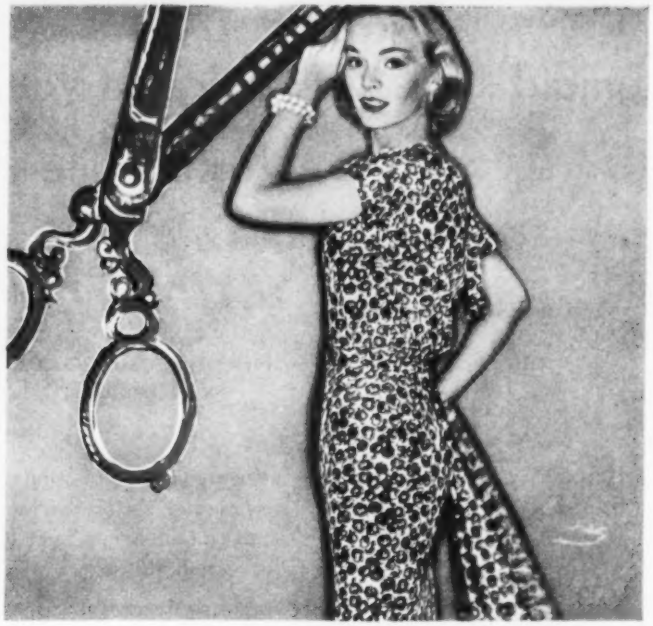
PHOTOGRAPHED AT VERSAILLES BY GENE FENN

You are more beautiful in Silk

You are at ease, aware that silk
brings you the ultimate in fabric beauty . . .
whether the radiance of a flower print . . .
the glow of satin . . . or the rising mist of
chiffon color. You are confident; because
silk is so constant, so comfortable,
so easy to care for.

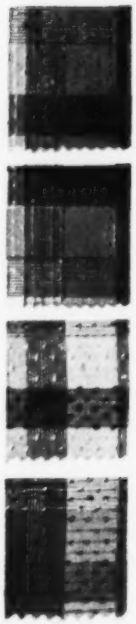
***International Silk Association* (U.S.A.)**





Lead in fashion wherever you go when you wear the flying panel sheath with contour belt, made of Burlington's printed Nysila, a hand-washable acetate and nylon fabric that's soft as a breeze, comes in 20 different patterns and a multitude of color combinations. Simplicity pattern #1881.

Live in fashion every minute of the day in the sheath plus coat. The sheath, with new draped neckline in Galey & Lord's no-iron Shagbark combed cotton plaid. The coat of Burlington's Santiago, washable rayon and cotton that looks like Italian linen. The pattern, Simplicity #1906.



Dream up any Dress in the World

AND HAVE A WONDERFUL DAY IN THE MAKING

No dress like it in the world, the dress you make yourself! That's because you choose the pattern . . . you pick the fabric and the color . . . and you have a fashion that's *yours alone*.

But sewing with Burlington fabrics is more than just the fun of sewing fashion. It's satisfaction of knowing that these are quality fabrics, worth every single stitch you put into them. The famous Burlington Triangle guarantees that.

Little wonder that fabrics backed by Burlington are woven into the life of America. See them at good stores everywhere. If you can't find your fabric, write Burlington Retail Fabrics, 1407 Broadway, N. Y. 18, N. Y.

Burlington Retail Fabrics

Burlington QUALITY

WOVEN INTO THE LIFE OF AMERICA

Miss Springmaid says: Add spice to your fashion life in

Spring Knight

SANFORIZED BROADCLOTH

When you choose Spring Knight for your go-together separates (or for anything else you plan to sew), you'll get a quality broadcloth that is:

- easy to handle, tailors beautifully
- Sanforized for lasting fit
- colorfast, of course

Costs only about 59¢ a yard at your favorite fabric shop.

Simplicity Pattern: #1887

SPRINGMAID FABRICS

LOOK OUT MOM!...

A little girl can get into mischief . . . but her new school coat will behave well all season long. Mother shaped it with ARMO . . . the interfacing that molds and holds every line, gives coats and suits that professional look. Armo comes in weights for every need. . .dry cleanable, too!

Mom's a wizard at her own clothes, too. Her cape-collared sheath owes its marvelous shape to FORMITE . . . the lightweight dress interfacing that crisps details . . . keeps them looking like new after countless washings.

Grandma's pleased as punch with her dressmaker suit. Of course, it's interfaced with Formite.

Choose the interfacing wonders of the fashion world: **ARMO** *for coats and suits,* **FORMITE** *for dresses. You'll be so glad to say "thank you, I made it myself."*

DAVID B. CARMEL & CO., INC., 1407 BROADWAY, NEW YORK 18, N. Y.

Announcing the Second Annual $125,000

Look what you can win!

$25,000 1ST GRAND PRIZE

2nd GRAND PRIZE	$10,000
3rd GRAND PRIZE	$5,000
4th GRAND PRIZE	$2,500
5th GRAND PRIZE	$1,500
6th THROUGH 10th GRAND PRIZES	$1,000 ea.
23 HONORABLE MENTIONS	$250 ea.

33 Regional 1st Prizes—A Cabinet-Model SINGER Automatic with Finger-Tip Control OR a Slant-Needle* SINGER Portable and upright or canister SINGER Vacuum Cleaner.

33 Regional 2nd Prizes—A Slant-Needle SINGER Portable Sewing Machine with Automatic Zigzagger.

More than 1600 Local Prizes—beautiful 4-piece SINGER Pinking Shears and Scissors Set, worth $30.00—for each Sewing Center winner.

You don't have to be an expert! Every woman has a chance!

Check is presented to one of the prize winners, Mrs. W. E. Black of Pomona, California, by SINGER Vice-President Charles F. Bruder at the first annual "Sew-Off."

YOU may be one of the lucky winners in the *Second* Annual SINGER sewing contest . . . even if you're just a beginner!

It's easy to enter. Simply enroll in the famous SINGER Home Dressmaking Course at your local SINGER SEWING CENTER. You make your contest dress while you learn to sew!

SINGER teachers give you personal instruction in cutting, fitting, stitching . . . show you the tricks of sewing expertly.

There's a prize winner at every Sewing Center . . . and these winning dresses go on to the Regional judging where finalists are selected for the Grand-Prize "Sew-Off." You could be one of them!

So don't delay. Enroll in the class—and the contest—now. You may win valuable prizes. You're *sure* to win valuable new sewing skills and enjoyable new friends.

PLUS... Free 5-day trip to New York for the 33 regional 1st-prize winners

To compete in the GRAND-PRIZE "SEW-OFF"

Again in 1957 the "Sew-Off" will be held during the annual Sewing Fashion Festival at New York's famous Coliseum in June. Pictures show the '56 event.

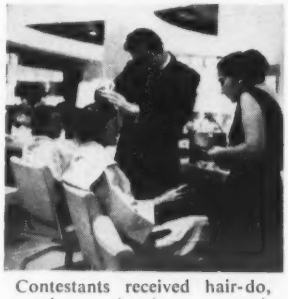
Gay carousel set the mood of Festival as crowds thronged to see exhibits and fashion shows.

Each finalist worked in a private booth equipped with the latest SINGER* Sewing Machine.

Grand-Prize dresses, paraded by models, were judged by panel of fashion and sewing authorities.

To have fun, make friends, see the city!

There's plenty of time for sightseeing, tours, boat rides, theater, and nightclubs—all compliments of SINGER. Here are some of the '56 highlights.



Contestants received hair-do, manicure and make-up at swank Lilly Daché Beauty Salon.

Group of finalists paused for photograph during sightseeing spree around the city.

Dorothy Kilgallen joined the SINGER "Sew-Off" supper party at the glamorous Stork Club.

SINGER Sewing Contest and Grand-Prize "Sew-Off"!

Here are the dresses that won TOP PRIZES last year! Yours may win in '57

(On the left, in each picture, is the contestant in her "Regional" prize dress; on the right, the dress she made for her model at the "Sew-Off.")

$25,000 Grand Prize—dress and coat in grey and white wool. Made by Mrs. J. Floreine Doss from Portland, Ore. Her own tweed coat-dress has ascot vestee of nylon piqué.

$10,000 2nd Prize—sheath dress and jacket of black wool with red velvet overskirt. Made by Mrs. Joseph G. Smith of Virginia Beach, Va. Her dress is navy blue linen.

$5,000 3rd Prize—slender green wool dress made by Mrs. Simone Taylor of Valley Stream, N. Y. Her own Empire-line dress in beige wool cost only $7.40 to make.

Rules are simple! Here's all you do!

1. Obtain an entry blank with a complete set of rules.

2. Enroll in the Home Dressmaking Course at your local SINGER SEWING CENTER between Dec. 31, 1956 and March 30, 1957. (Complete course of 8 two-hour lessons with personal instructions costs only $15.)

3. Enter the dress you make for yourself as you learn to sew, in the contest at your Sewing Center by April 26, 1957. Only dresses, dressmaker suits and two-piece ensembles can be entered. No tailored suits or coats—and no "tricky" fabrics. (Each Sewing Center winner receives prize.)

4. Winning dress from each Center will be judged in Regional Contest. (Prizes for 1st and 2nd places.)

5. Judging in Center and Regional Contests will be based on appearance, style rightness, construction, fit and sewing. Cost to make will *not* be a factor.

6. First-prize winner in each Region will be given free 5-day trip to New York to compete in Grand-Prize "Sew-Off" at the Coliseum in June.

7. At the "Sew-Off," each of these 33 finalists will make a dress for a model —from a wide selection of patterns and fabrics provided by SINGER.

8. Grand-Prize "Sew-Off" winners will be selected by a panel of Fashion and Sewing Authorities.

9. Decision of judges final. All dresses will be returned to contestants except those made at "Sew-Off."

• • •

Note: Contest is open to every woman 18 or over in U. S. and Canada *except* professionals in dressmaking or fashion, sewing teachers, 1956 "Regional" winners, persons (or their families) who are engaged in the manufacture, sales, advertising, or service of sewing machines.

Read what last year's "Sew-Off" contestants say! Get in on the fun!

"... The flight to New York was delightful. Every moment I spent there was a pleasure I shall never forget..."
—Mrs. G. C. Whisnant, Fort Lauderdale, Fla.

"... I think I won the biggest prize of all, new friends."
—Louise Chambers, Long Beach, Calif.

"It was a dream come true ... Thanks again for all the wonderful things you people did for us ..."—Mrs. C. E. Wetherbee, Rushton, La.

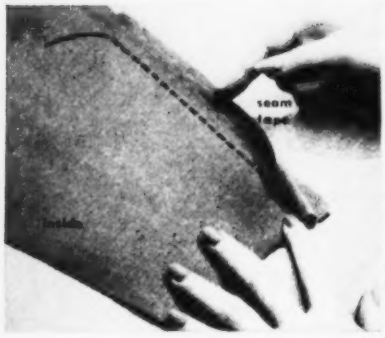
GET ENTRY BLANK with complete rules—now at your local

SINGER SEWING CENTER*

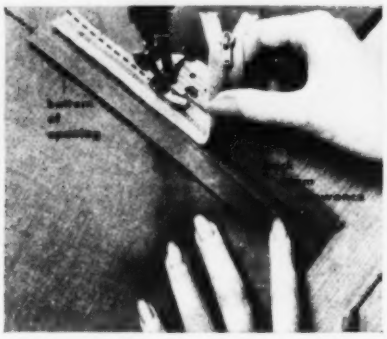
*A Trademark of THE SINGER MANUFACTURING COMPANY.

Listed in your phone book under SINGER SEWING MACHINE COMPANY

It's as easy as 1-2-3 to sew in Coats & Clark's *Skirt* Zippers

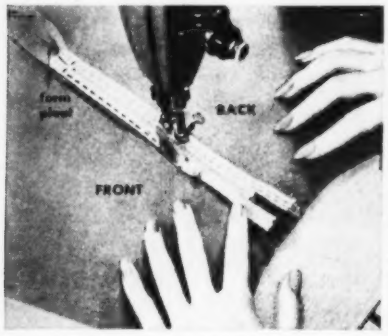


Preparation: Check opening—length should equal metal part of zipper with tab UP, plus waist seam-allowance. Machine-baste opening together. Widen front seam-allowance by topstitching seam-tape to it. (Do all stitching inside, from *bottom to top*.) Press seam open.

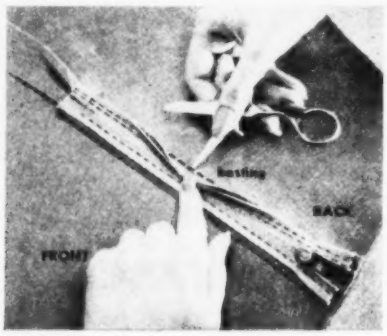


1. Stitch* zipper to back seam-allowance. Put zipper in place face-down, with full width of chain on back seam-allowance, and edge of chain along seam line. Stitch—with edge of regular presser foot against chain. Check position every 2" or 3".

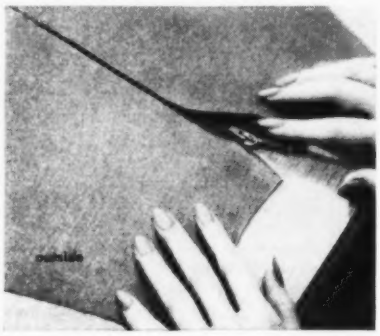
2. Topstitch back seam-allowance. Chain to zipper foot. Turn *zipper* right side up, folding seam-allowance close to zipper chain. Topstitch fold close to chain, continuing to end of zipper-tape.



3. Stitch zipper to skirt front. Arrange skirt with zipper face-down over front seam-allowance, forming a pleat at placket-end. Stitch, through all thicknesses, from seam line across bottom, then along zipper close to chain, continuing to end of tape.



Finishing: Press placket on wrong side. Remove machine-basting, clipping every few inches if necessary. Press placket on right side. Coats & Clark's Skirt Zippers have the jamless Rocking Slider that releases fabric if caught—just push slider back.



Neat placket . . . you can also sew in zipper by hand—to get the *most* inconspicuous closing. It's the only satisfactory way for pile fabrics like velvet, or fine fabrics like chiffon. In cleaning or washing, *keep zipper closed*. Open zipper fully when dressing.

**Stitching retouched for easy-to-see demonstration. In actual stitching, use 12-15 stitches per inch.*

NEW WAYS to making sewing easy. Send 10¢ for booklet, "It's Sew Easy," to Coats & Clark Inc., Dept. ZS1-7, 430 Park Ave., New York 22, N. Y.

You get trouble-free zipping, too—because Coats & Clark's Zippers are molded with *rounded* edges, so they won't wear unevenly, mis-mesh and jam. You also enjoy trouble-free shopping. With the See-Thru Paks and Self-selector displays, you can instantly see the color, type, and length you want. Each color is numbered so you easily pick Coats & Clark's O.N.T. Thread to match the zipper perfectly. Ask for Coats & Clark's Zippers wherever Coats & Clark's O.N.T. Thread is sold.

Enter the Singer Sewing Contest!

CUT OUT AND SAVE THIS PAGE

Make your time *count,* make it with

Coats & Clark's Zippers · ONT Threads

enriched with

CUPIONI®

A BEMBERG RAYON YARN CREATION

Quarenta

BY BURLINGTON

. . . a style-lift

for your basic wardrobe

Plan a lovely, softly detailed afternoon dress like the one illustrated. Or, perhaps, gay sports separates: slacks, Bermuda shorts, and shirt for campus and country. And be sure to make them of Quarenta by Burlington . . . for that so correct, so desirable touch of texture. Washable, crease-resistant Quarenta is made of cotton and Cupioni rayon, the fabulous yarn of fashion with the shantung-look. 20 exquisite colors . . . pastels, mediums, darks.

Simplicity Pattern No. 1931

Bemberg®

ARISTOCRAT® OF RAYON YARN

Quarenta

IS SOLD BY THE YARD AT THE FOLLOWING FINE STORES:

J. L. Hudson Co.
Detroit, Mich.

•

Macy's New York
New York, N. Y.

•

Miller's, Inc.
Knoxville, Tenn.

•

Rich's, Inc.
Atlanta, Ga.

•

Cain-Sloan Co.
Nashville, Tenn.

•

Hibbard & Co.
Colorado Springs

•

Jordan, Marsh Co.
Boston

•

The Emporium
San Francisco

For name of store nearest you write to:

AMERICAN BEMBERG • Main Office: 261 Fifth Avenue, New York 16, N. Y. • Plant: Elizabethton, Tennessee

buy
with
confidence

it's a FORGE EVERGLAZE, fabric . . .

FORGE

SATARAMA

Every fabric identified with the "Everglaze" trademark is of tested quality. You can depend on "Everglaze" fabrics for lasting good looks, long wear, easy care: they resist creases, wash easily, need little or no ironing, won't shrink or stretch out of shape. There's no need to risk disappointment. Buy with confidence, choose fabrics that carry the world-famous "Everglaze" name. It's your absolute assurance of quality.

Mother-and-daughter dresses designed in Forge "Everglaze" Satarama—from a group of Renaissance, monotone and French floral cotton-satin prints with coordinating plain shades. Mother's dress—Simplicity Pattern No. 1943; daughter's dress — Simplicity Pattern No. 1977.

Photograph by Jacques Simson

FORGE MILLS, INC., 1407 Broadway, New York 18, New York

®Reg. J. B. & S. Co.

FORGE Satarama is available at these fine stores:

ALABAMA
Belk-Hudson Co.
Huntsville

ARKANSAS
Pfeifers of Arkansas
Little Rock

CALIFORNIA
H. C. Capwell Co.
Oakland
N. Y. Fabrics
Oakland
Walker-Scott Co.
San Diego
City of Paris
San Francisco
Twins Yardage
San Jose
Chandlers Warp 'n' woof
San Mateo

CANADA
T. Eaton Co., Ltd.
Vancouver, B. C.

FLORIDA
Maas Bros.
Lakeland
Maas Bros.
Sarasota
Maas Bros.
Tampa

ILLINOIS
S. S. Sencenbaugh & Co.
Aurora
C. W. Klemm, Inc.
Bloomington
Block & Kuhl Co.
Peoria
Westenberger's
Springfield

INDIANA
Wm. H. Block Co.
Indianapolis
William H. Turner Co.
Kokomo

LOUISIANA
Weiss & Goldring
Alexandria

OHIO
M. O'Neil Co.
Akron
Halle Bros. Co.
Cleveland
Higbee Co.
Cleveland
The May Co.
Cleveland
Griswold's
Warren

OKLAHOMA
Kerr's, Inc.
Oklahoma City

OREGON
Millers Dept. Store
Eugene
Olds & King
Portland
Millers Dept. Store
Roseburg

PENNSYLVANIA
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TENNESSEE
J. Goldsmith & Sons
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TEXAS
E. M. Searbrough & Sons
Austin
W. A. Green
Dallas
Titche-Goettinger Co.
Dallas
Meyer Bros., Inc.
Houston
Fabric Shoppe
Killeen
Joske's of Texas
San Antonio
R. E. Cox D. G. Co.
Waco

UTAH
Auerbach Co.
Salt Lake City
Keith-O'Brien, Inc.
Salt Lake City

VIRGINIA
Thalhimer Bros.
Richmond

WASHINGTON
The Bon Marche
Seattle
Bon Marche Northgate
Seattle
The Crescent
Spokane
Bon Marche
Tacoma
Fabrics by Roy
Tacoma

WISCONSIN
Boston Store
Milwaukee

MRS. DEBORAH BARBOUR, SEWICKLEY, PA., says: "The dresses I make for my baby girl look like French hand-mades! I can't get over the way my Elna makes everything from fine embroidery to perfect buttonholes while I just sit and watch. And the way the carrying case opens into a big worktable is such a help."

Read why women who *live to sew* and women who *sew to live*... prefer Necchi or Elna automatics

If you want to know how wonderful a Necchi or Elna *really* is, ask any woman who owns one! Whether it's a woman who sews for a living or one who just loves to sew... she's ecstatic about her machine. And little wonder. These are the only *fully* automatic sewing machines of their kind. Have a free demonstration at home; you'll want to own one of these sewing marvels, too.

NECCHI SEWING CIRCLE ELNA

You can own the best for only a few dollars a week. For free descriptive literature, write Necchi-Elna, Dept. J725, 164 W. 25th St., New York 1, N. Y., or see phone book for Necchi-Elna Sewing Circle nearest you.

MRS. MARY ZAPPULA, CINCINNATI, OHIO, raves: "I'm a professional dressmaker and I tell you this Necchi has helped me make more money than ever. It cuts sewing time in half. Blind stitching used to be so tedious; now I push a button and it's done! The automatic buttonholes and monograms *alone,* save me hours."

MRS. DALE E. GETTER, JUNCTION CITY, KANSAS: "I'm a newlywed and my Elna is my most prized possession. It darns my husband's socks on that 'free arm' automatically! And I feel so *creative* because Elna makes such unusual fashion stitches."

MRS. JOHN DURAND, HARTFORD, CONNECTICUT: "My push-button Necchi is unbelievable. I just push a button and out come perfect tapered satin stitches that form exquisite monograms. They look like the finest handwork. I'm monogramming all of my good towels!"

Bates Print #15157—Simplicity Pattern #1744

Bates Print #15168—Simplicity Pattern #1784

City mother or country mother—you'll sing the praises of clothes you make for your youngsters in beautiful Bates Disciplined fabric! For children's clothes that are 'Disciplined' really need less upkeep, actually resist dirt, need no in-between pressings, stay fresh and crisp, even on the hottest days! And you'll love the smooth way Bates Disciplined handles—the easy way it cuts, shapes up beautifully into a little girl's play or party dress, or glamorous fashion for you! Sew for the whole family this summer in wonderful Bates Disciplined fabric. Fashion prints and vivid colors for your every whim! Look for the Bates Disciplined name on the selvedge...it's your quality guarantee!

CITY COTTONS AND COUNTRY COUSINS MAKE LIFE EASY FOR MOTHER IN Bates DISCIPLINED® FABRIC

Before you buy... look for the tag that says

releases creases • stays clean longer • washes easily • dries fast and smooth • light stroke ironing • colorfast • shrinkage-controlled • cuts, handles easily • all advantages permanent for the life of the fabric.

BATES FABRICS, INC., 112 WEST 34TH STREET, NEW YORK 1, NEW YORK

In the CITY . . . in the COUNTRY . . . good news travels fast!!!

Bates Print #19008—Simplicity Pattern #1616

Bates Print #19004—Simplicity Pattern #1618

THERE'S A GREAT NEW *Bates*® DISCIPLINED® FABRIC

We knew you'd want to be the first to *know*...to *sew* Corazelle, the wonderful new Bates Disciplined fabric with all of Disciplined's prized advantages, *plus* wonderful benefits Corazelle's alone! New Corazelle combines the very best features of both viscose and cotton...becomes a fashion fabric that takes a soft drape as well as it does today's lean lines. Cuts and handles the way you'd expect Disciplined fabric to...and lends itself to your city or country wardrobe with equal ease. Ask to see new Corazelle Disciplined fabric today. Look for the name Bates Disciplined printed on the selvedge, it's your quality guarantee.

CORAZELLE

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Illustrated, Simplicity Pattern No. 1868 in Courtesy Print 3913. Swatched fabrics, Courtesy Print 679 (top) and Courtesy Print 664 (bottom). John Fredrics Hat.

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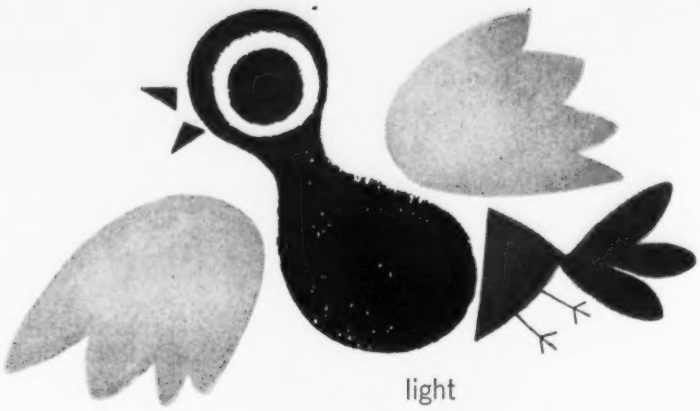

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Sew something romantically elegant for summer evenings! This enchanting Empire gown, for example . . . that looks like it was just delivered from a haute couture salon because its billowing skirt is kept airborne with PELLON.

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of **NEW BEDFORD PRINTS***

by Wamsutta®

and stir up **INTERNATIONAL INTRIGUE!**

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*TRADEMARK

Simplicity Patterns from left to right: Nos. 1646, 1707, 1654.

Make a dress —and a little one for your daughter

CELANESE ACETATE AND RAYON in a faille that's full of ideas. Sew the smartest, most spring-like dress for yourself in a Celanese acetate and rayon faille. Make it harmonize with a dress for your daughter. Here's a hint, *vary* the color. Use pink with rose, beige with caramel, blue with royal—there are so many colors (so *beautiful*, thanks to acetate) and in a fabric that is a delight to sew.

FABRIC BY ROSS & OBERLEDER. Roleda "Super-Carpskin" faille is at all good yard goods departments. For the one nearest you, write: Celanese Corporation of America, New York 16.

Mother's pattern is Simplicity #1716, daughter's is Simplicity #1739. Celanese®

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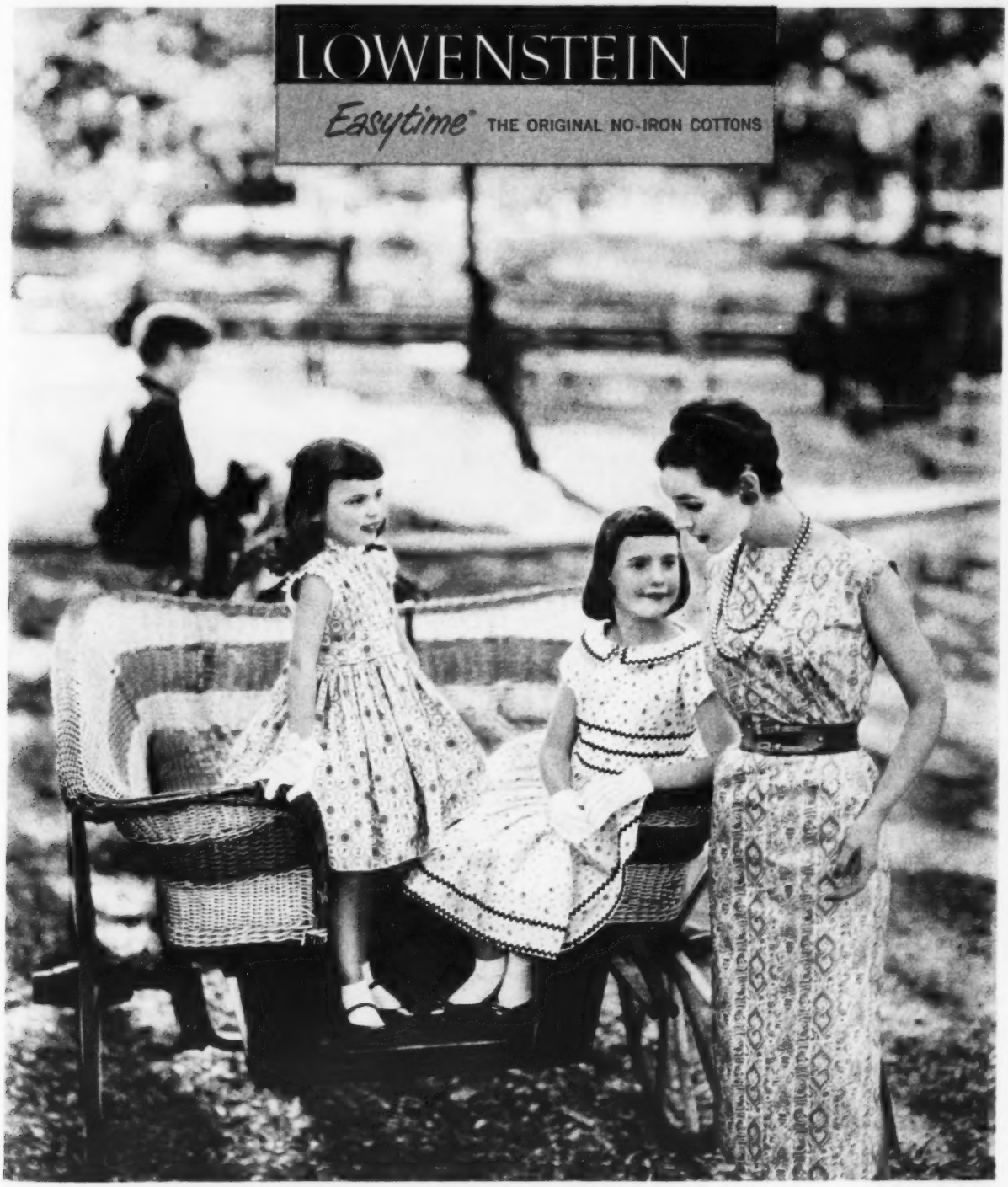
Go places in style all the care-free day in "Easytime" No-Iron Cottons. They wash and hang smooth—collars, ruffles, doodads and all . . . thanks to Dri-Nu* the exclusive Lowenstein finishing process that first brought wash-and-wear practicality to important fashion cottons. See the new "Easytime" fabrics at leading stores now. About **89c** a yard. Belaire Fabrics, division of M. Lowenstein & Sons, Inc., 1430 Broadway, N. Y. 18



Little Sister, Simplicity No. 1898, Easytime Print 2571T. Big Sister, Simplicity No. 1934, Easytime Print 2551. Proud Mother, Simplicity No. 1911, Easytime Print 2562.

Atlanta, Rich's Inc. • **Brooklyn,** Abraham & Straus • **Buffalo,** Home Store • **Cincinnati,** John Shillito Co. • **Cleveland,** May Co. • **Dallas,** Sanger Brothers, Titche-Goettinger **Houston,** Kaplan's • **Indianapolis,** L. S. Ayres & Co., H. P. Wasson & Co. • **Knoxville,** Miller's Inc. • **Little Rock,** Gus Blass Co. • **Los Angeles,** May Co. • **Menlo Park,** A. S. Stevens **Nashville,** The Harvey Co. • **Oakland,** H. C. Capwell • **Pittsburgh,** Boggs & Buhl • **Richmond,** Thalhimer Bros. • **St. Paul,** Schuneman's • **St. Petersburg,** Webb's City, Inc **San Antonio,** Joske's Of Texas • **San Francisco,** The Emporium • **Spokane,** Spokane Dry Goods Co. • **Tampa,** Maas Bros. • **Washington, D. C.,** The Hecht Co. • *Pat. Pend

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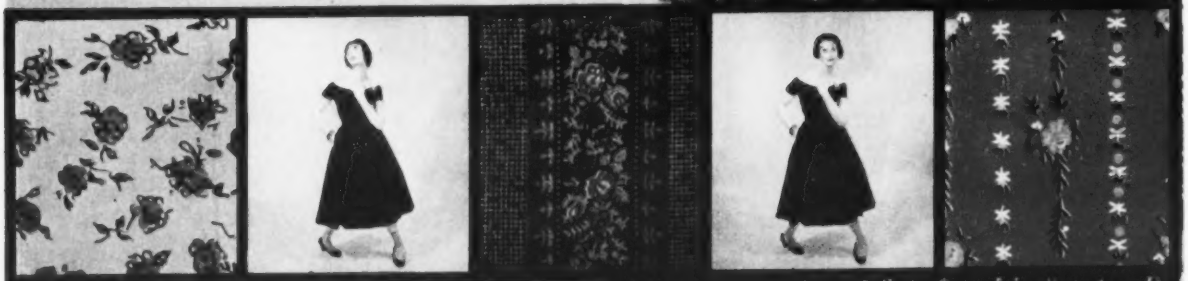

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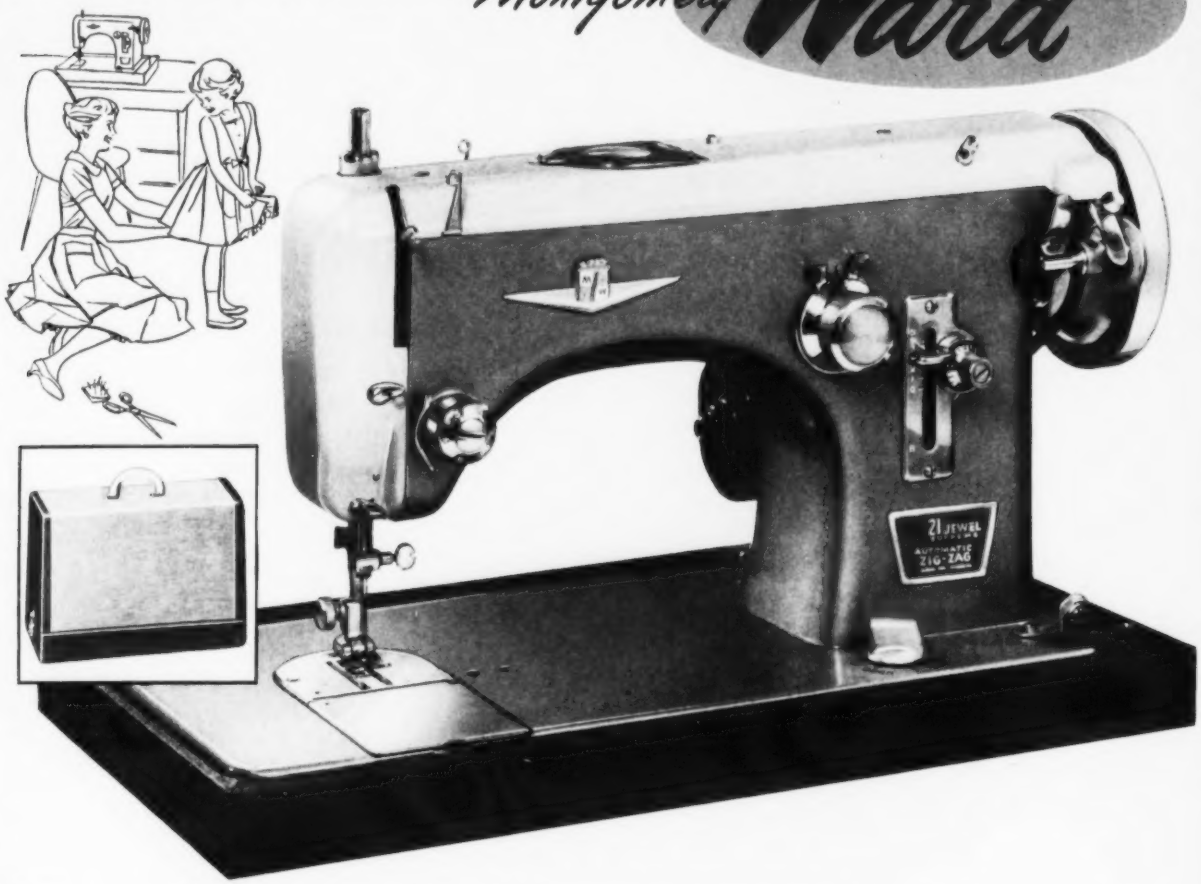

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Compare it with machines selling for $249.95 (or more)!

$149.95 $5 DOWN ON TERMS

Any other famous brand sewing machine of equal quality costs at least $100 more

Only Wards could bring you such a high-quality automatic zig-zag sewing machine at this wonderful low price. And we back this amazing new portable with Wards 20-year guarantee! Come in and see the "21 Jewel" sew forward and backward, mend, darn, appliqué, sew on buttons, lace, piping, patches, embroidery, make buttonholes. All this plus fancy stitching, monograms, tucks, shirrs, hemstitches and blind stitches—without attachments. It's outstanding for straight sewing, too. Soft 2-tone blue and gray finish. Full-size head. Round bobbin. Price includes handsome carrying case. You'll save $100 when you buy Wards "21 Jewel" automatic zig-zag!

Let us show you how to make thousands of different decorative stitches automatically with its 21 tiny discs. See how you can sew with one needle or new twin needle—in one, two, or three colors at the same time. Order the "21 Jewel" automatic zig-zag by mail, through Wards catalog stores or at your nearest Wards retail store.

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Sew it in shape for keeps with Interlon. Fitted jackets, smart details, slim or bouffant skirts . . . anything you make *stays* the shape you make it with feather-light, easy-to-sew Interlon. Top designers choose Interlon. It cuts so well—no bias, no ravel or stretch. It's absolutely non-crushable, just can't wrinkle. And it washes or dry-cleans beautifully, drip-dries in no time. There are weights and widths for every use and your choice of 10 fashion colors plus black and a dazzling new white. You'll find Interlon at all fine stores, economically priced from about 59¢ to $1.49 a yard, according to weight and width. And it's so practical you can use every scrap!

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Costumakers
BUTTONS
Here's just the pick-up your Springtime fashions need ... handy, handsome new Costumakers from the world over! Follow this prescription for top sewing results ... take a good pattern, a lovely fabric, careful workmanship, then top it *all* off with Costumakers Buttons. At variety and notions stores everywhere ... only 10¢, 25¢, 39¢ and 59¢ the card!
Costumakers
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"BUTTONS THAT ARE MORE THAN BUTTONS"
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Might The dress Mary's making possibly won't shrink out of fit. Then again, she may be in for an unpleasant surprise. She *thought* she bought a "Sanforized" fabric. *But not every cotton is a "Sanforized" cotton*—you have to *see* the trade-mark.

Won't Jan's creation certainly won't shrink out of fit. She made sure the "Sanforized" trade-mark was on the end of the bolt. The way it fits now is the way it'll stay—through washing after washing *after washing.*

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Cluett, Peabody & Co., Inc. permits the use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

Because you put your love into everything you sew
. . . you insist on good fabrics. You want a wide choice of true colors, attractive designs, gentle textures. You ask for fabrics that cut and stitch so beautifully, it's a pleasure to work with them. Because you need your time for more important things than ironing, you appreciate the carefree virtues of Stevens Resilient® finish that shrugs off soil and refuses to wrinkle. You put your faith in Stevens cottons. You can trust them.
Stevens Resilient solid color Katya Cloth combined with Stevens Combed Woven Patterns.
Fine Fabrics
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Since 1813
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Pattern a Dreamy Future in

Stoffel's

Fine Fabrics

You'll love cottons by Stoffel's. They're a joy to sew and a delight to wear. They stay bright and fresh, even after many washings.

La Chine* muslin, anticrease and preshrunk†, in exciting prints, drip dry, needs just a touch of the iron.

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Imported Swiss Organdie, guaranteed permanent finish, available in a rainbow of heavenly colors.

See the wide selection of colors and patterns. And ask, too, to see Swiss Honana Pride, Tinydot*, Satinetta* and other beautiful Stoffel's fabrics.

Buy Stoffel's cottons by the yard. . . you'll love to wear them!

cotton at its fashion finest

*® †Shrinkage will not exceed 2%.

Simplicity Pattern #1910

Stoffel & Co., 271 Church Street, New York 13, N. Y.

With Anticipation

Pretty playtimers
1488 — Top features a roll collar, Bermuda shorts, an adjustable Talon Slide-Fit closure. In Reeves Reevecord. Sizes 11-18, 50¢.

Three-way versatility
1895 — Fashion that triples as coat, housecoat, and dress. Silk and rayon tweed by Widder Bros. Sizes 11-18, 50¢.

All Simplicity Patterns are printed.

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Now you can sew your own 100% wool bulky knit fashions — sew easy when you choose Lebanon's bulky-knits by the yard! And you can color-coordinate them with woolens that wash, losing none of the shape you've created, with Lebanon's WASHaFLAN,® an 85% wool-15% nylon blend, and WASHaJERSI,® 100% wool jersey (both Sanforlan treated). You'll find the newest Lebanon tweeds designed by Ria Herlinger and Wedgmoor 100% wool flannel easy to cut and sew too! Sold in 2000 stores throughout country. For nearest store write Lebanon Fabrics Corp., 450 Seventh Avenue, New York 1.

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LINENS

Simplicity
Pattern
No. 1955

Flaxspun, loveliest of pure Irish linen,
awaits your choice in all the enchanting flower-garden shades adored by Fashion. Flaxspun is wonderfully smooth, softly crisp, and "hangs out fresh overnight"—a joy to wear and so very easy to sew!
Solid colors, shantungs and beautiful jacquard designs—all fast-dyed.

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Hat by Mr. John

FLAXSPUN
A FINE
McBratney
IMPORT

With Anticipation

Pretty party-goer
1841 — A beribboned top that flares from its low-curving yoke. Sizes 11-18, 50¢. Maternity skirt: 1488, sizes 11-18, 50¢. Both in Moygashel Irish linen.

Spring suit
1894 — The new Empire look introduced as a burst of pleats from the jacket's arching back yoke. Fabrex Bayou of cotton and DuPont Orlon. Sizes 11-18, 50¢.

All Simplicity Patterns are printed.

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LIGHTWEIGHT!
Really easy to carry and set up. Carrying case doubles as a handsome suitcase.

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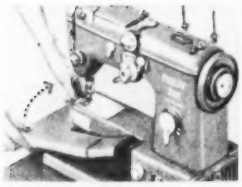
SLIDE-ON-ARM



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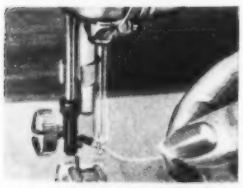
When Slide-on Arm is not in use, release Snap-out work surface for full-size sewing area.



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Your Pfaff actually threads itself. The only automatic built-in needle threader.

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Here, at last, is a sewing machine as modern as you. With the automatic Pfaff Dial-A-Stitch, you just dial a Pfaff to do any sewing job—from intricate embroidery to the family mending. And you'll wonder how you ever lived without the Pfaff Slide-on Arm. Just slide on gloves, sleeves, trouser legs, socks to sew. Dozens of other fabulous Pfaff features, too, that make the new Pfaff portable truly fabulous!

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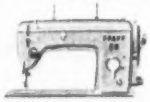

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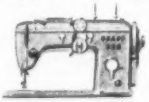

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INDEPENDENCE SQUARE, PHILADELPHIA 5

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Mother #1924 Daughter #1901
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Coordinated with
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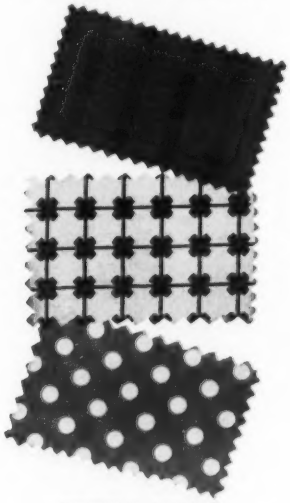
Nymph #241 Ciel Blue #24
Firebird #601
Navy #74

Three Other Spring Patterns Coordinated with
"DRINEET"® PLAINS



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in Ciel Blue, Nymph, Gold, Turquoise, Lark

LATTICE
in Pink, Blue, Mallorca, Leghorn, White

ASPIRIN DOT
in Nymph, Ciel Blue, Firebird, Turquoise, Navy

®A trade-mark signifying fabric processed and tested according to processes and standards controlled and prescribed by Joseph Bancroft & Sons Co.

With Anticipation

Two-piece dress
1962 — For flattery, a collar that dips sharply in back toward an inverted pleat. White Rose Florette gingham by A. E. Nathan. Sizes 11-18, 50¢.

Cossack blouse
1841 — Top with stand-up collar. Cohama's Duvette of Courtalds' Coloray. Sizes 11-18, 50¢. Maternity skirt: 1488, sizes 11-18, 50¢. Talon Slide-Fit closure.

All Simplicity Patterns are printed.

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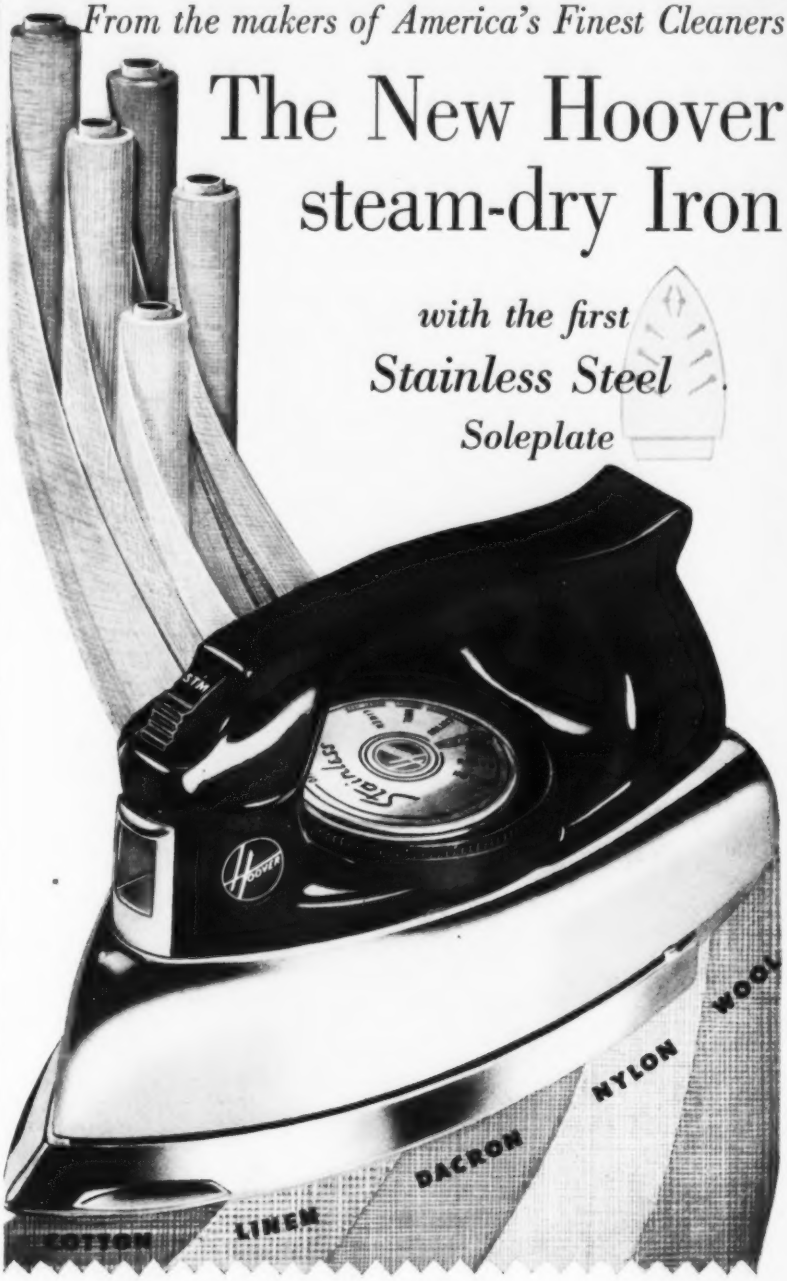
The New Hoover steam-dry Iron

with the first
Stainless Steel
Soleplate



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as seen in the smartest places

There's a fabulous Talon zipper for every dress you sew!

TALON, INC., MEADVILLE, PA.

Talon
THE QUALITY ZIPPER

Simplicity

Cover: The gently-bred shirt-dress.
Two piece, with soft bodice
tucks, an airy, pleated skirt, and the light,
utterly feminine look of silk shirting.
Mallinson's vibrant coral "In-a-Class" of silk
and DuPont Dacron. 1918, sizes 11-18, 50¢.
Buttons by La Mode. Talon Magic-Tab zipper.
Photographed by Richard Avedon.

WATCH FOR THE SUMMER ISSUE
OF SIMPLICITY PATTERN BOOK
ON SALE APRIL 15th

SPRING 1957 PATTERN BOOK

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THE FIRST DOZEN YEARS

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84-85 Little Girls Love Ruffles
86-87 What a Beautiful Baby
88-89 Spring Forecast: Suits and Ensembles
90-91 Spring Forecast: Two-Season Dresses
92 I Made It Myself

Because we believe that the love lyric and other expressions of male gallantry died out from sheer lack of inspiration, we predict a Romantic Revival in poetry and manners based on Spring's flagrantly romantic approach to fashion. Our 1957 collection features softness everywhere: softness of line in Directoire sheaths, blousier suits, skirts with vagabond panels; softness of fabric in silken shirtwaists, long, blowy scarves, chiffon sashes. Some of our new ideas — the irresistible provincials, the dashing cape and Empire ensembles — are so fresh and just plain pretty we can't resist re-interpreting them in our 18 page children's section. If, as the poets say, beauty is its own excuse for being, this is likely to be your sewingest Spring in years.

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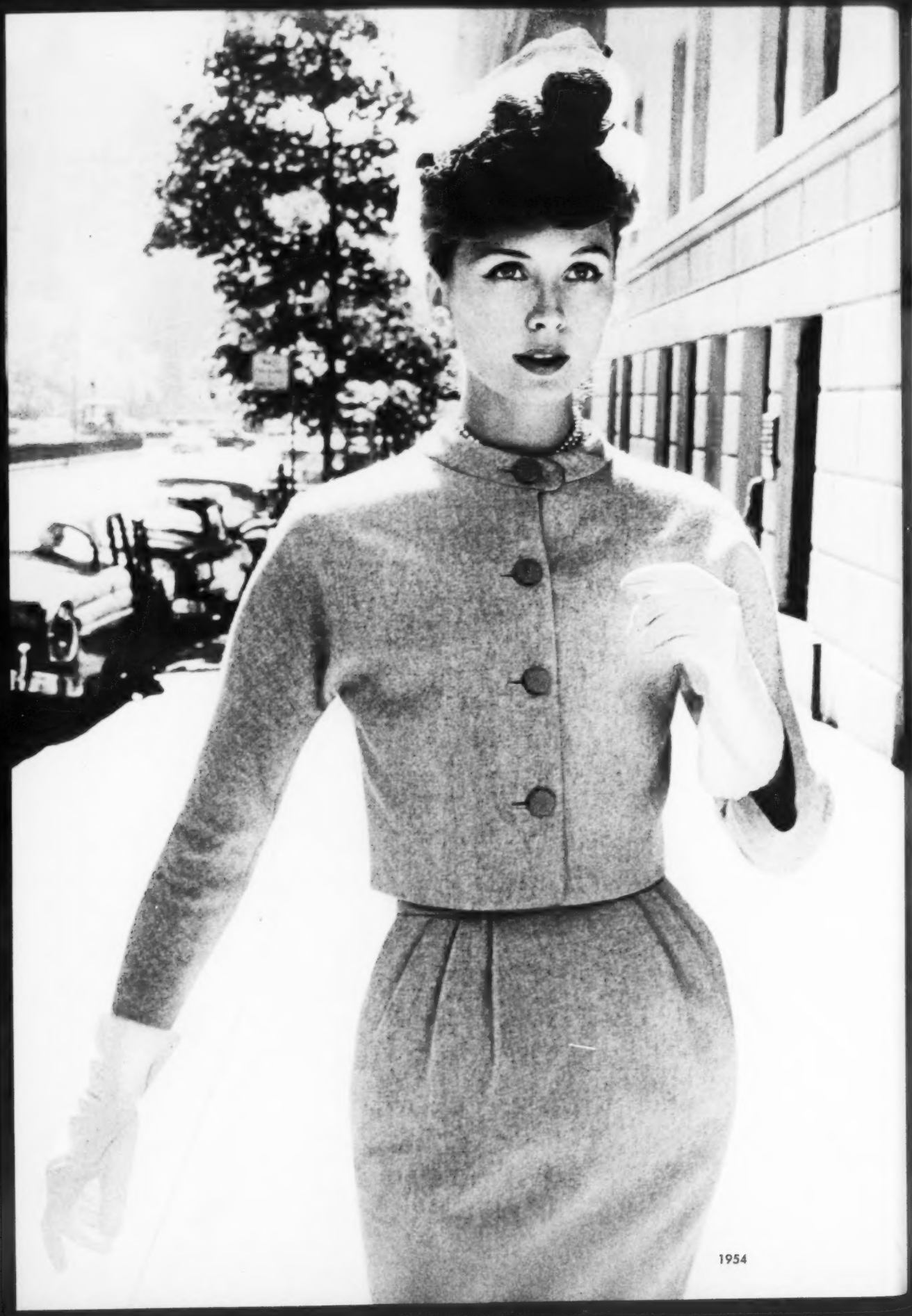
1889 cape
1229 skirt

THE 1957 LOOK

It is a long, lingering look backward to the plush elegance and grace of Edwardian salons, the vivacity and joie de vivre of Paris at the turn of the century. It is a conspiracy of silhouette and color to restore women to their pedestals, to transform them into those ravishingly fair ladies who once drove men to poetry, flattery, and chivalry. For today's less leisured beauties, the 1957 Look tempers the softness of yesteryear with a breezy dash that adapts it to their full, active life.

CAPES: The debonair cape, fingertip length romantically collared. Nostalgic tribute to the Mauve Decade: Ria Herlinger's herringbone tweed by Lebanon in pale violet. Armo interfacing. 1889, sizes 11-18, 50¢. Slim matching skirt, Simple-To-Make, 1229, sizes 23½-30, 35¢.

RICHARD AVEDON



1954

THE 1957 LOOK

THE DUTCH BOY LOOK: From the Paris collections — Dior's waist-length, square-cut jacket of Dutch boy origin, his new softly pleated skirt. Of Milliken wool in whitened fair-lady beige, interfaced with Formite. Buttons by La Mode. 1954, sizes 11-18, 50¢.

THE BLOUSED DRESS: A loose bodice gathered above the slimmest of skirts, reaffirming the narrow point of view in the slope-shouldered cut of its sleeves. McBratney beige and grey Irish linen. Talon's new 14" length Magic-Tab zipper. 1830, sizes 11-18, 50¢.

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1830

RICHARD AVEDON

1966

THE 1957 LOOK

THE TUNIC DRESS: Discovered in Paris. Balenciaga's seven-eighths tunic poured over a side-slit stem skirt. New features: skirt ease released above the natural waistline; the Empire accent of a high-rising kid belt. In Burlington's "raw-silk-look" Santiago. Leather from Sills & Co. 1966, sizes 10-18, 50¢.

THE CAPE DRESS: A jaunty little cropped-at-the-elbow cape over this year's less severe sheath (its softness is sprung from a tiny half belt). In lustrous Bates Disciplined Corazelle of Avisco rayon and cotton. La Mode buttons. Interlon interfacing. Coats & Clark's Trouble-free zipper. 1942, sizes 12-20, 50¢.

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RICHARD AVEDON

1942

1753

1869

1837

The Silk Blouse

Seven blouses that exalt the gentle, silkier mood of this year's Romantic Renaissance. • Photo: 1968—A gracious-mannered blouson with soft tie. Simple-To-Make. Onondaga's pure silk Sun Shan twill. Sizes 10-17, 25¢. • Above, from left: 1753 – Shirt with a feeling for soft-spoken fabrics. Sizes 12-42, 35¢. 1869 – The ladylike tie top. Sizes 12-40, 35¢ 1837 – Toreador blouse with a delicate air. Sleeveless, afoam with lace. Sizes 11-18, 35¢. • Below, from left: 1903—An overblouse with flowing sleeves, poet's bow. Sizes 11-18, 35¢. 1727 – The portrait blouson, scooped at the neckline. Simple-To-Make. Sizes 11-18, 35¢. 1816 – An easy drawstring blouse that takes its fullness from the yoke. Sizes 11-18, 35¢.

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1903

1727

1816

JERROLD SCHATZBERG

1968

1906

ROBERT MONROE

Clockwise from right: 1918 — A two-piece shirtwaist. Blouse features the gentle-lady tuxedo front. Skirt is softly pleated. Sizes 11-18, 50¢.

1914 — The collarless shirtwaist dress with silken stripes to dramatize the line of its full raglan-cut sleeves. Sizes 11-18, 50¢.

1939 — The gentlest shirtwaist, blousing over from a curved back yoke, gathered at the center back of skirt for a panel effect. Sizes 10-18, 50¢.

1906 — The shirt dress with tucked bodice. Elastic casing at waistline, a scarf to provide the most flattering framework. Sizes 11-18, 50¢.

1939

RHINESTONE BUTTONS BY COSTUMAKERS.
PELLON #30 INTERFACING.
TALON 7" AND 14" MAGIC-TAB ZIPPERS.

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1918

The shirtwaist dress

...soft and silky

The "little" shirtwaist dress grown very big and important with its new "silk" broadcloth look. This quartet reflects the soft, civilizing influence of feminine detail and light, polished fabrics. All four are silkily susceptible to classic stripes, foulard prints, tiny checks. We feature them in Tebilized Silcoona broadcloth of Avisco rayon by Folker from H. Bates.

1914

A TRAVEL WARDROBE

in Women's Sizes

Four versatile, packable fashions mindful of travel restrictions.
• In Color: 1922 – A bloused dress plus gentle jacket that create beautiful impressions wherever they go (and they go everywhere). Belding Corticelli's La Bella Shan pure silk shantung print. Self-belt by Bac-A-Brand. Interlon interfacing. Sizes 12-42, 50¢.
• Left: 1749 – For ship or shore, this gracious shirtwaist dress. Mallinson's In-a-Class of silk & DuPont Dacron. Sizes 12-44, 50¢.

1749

PHOTOGRAPHED BY ROBERT RANDALL ABOARD THE S S UNITED STATES

1958

1959

• Above: 1958 – Important part of a travel plan – the coat that covers all dresses and situations. This one has raglan sleeves, two giant souvenir pockets. Of Heller's "Pride" 100% Acrilan jersey. In sizes 12-42, 50¢.
• Left: 1959 – A smart, travelwise costume with brief button-on cape. Dress features softly pleated skirt and flattering surplice-cut bodice. In Herbert Meyer woven cotton. Talon's 14" dress-length Magic-Tab zipper. Sizes 12-42, 50¢. Hair styled by Enrico Caruso.

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1922

PROVINCIAL PRINTS

A new fashion idea for spring cottons

A collection of light-hearted prints as fresh and unspoiled as spring in the Alps, but free from the narrow provincialism of Tyrolean hearts and edelweiss. These cosmopolitan provincials draw their inspiration from the whole rich realm of folk art—from Viennese embroidery and Early American samplers, from German cuckoo clock woodwork, Scandinavian ceramics and quaint block prints.

Right: 1832 — Green and gold fleurs-de-lis provide the provincial setting for this scoop-neck sheath with puffed sleeves and a trailing high-born sash. In Lowenstein's Primavera cotton. Sizes 11-18, 50¢.

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1832

Left: 1867 — Whimsical birds and beasties on a dress with side fullness. Coat flares from high back pleat. New Crease-Resistant Indian Head All-Purpose print. Sizes 11-18, 50¢.
Center: 1878 — For this wide-skirted, softly sashed charmer, trees that grow in an artist's imagination. Fuller Scanlandia print. Sizes 11-18, 50¢
Right: 1871 — Peasant fantasies adapted to a princess with bodice interest, back bow. A Scanlandia print by Fuller. Sizes 11-18, 50¢.

PROVINCIAL PRINTS

Left to right: 1873 — For this high-banded sheath and gathered overskirt, swirly flowers in Austria's famous gingerbread baroque style. A Wamsutta Vienna print. Sizes 11-18, 50¢.

1874 — Gay florals squarely set on an Empire sheath with stand-off collar and floating panel. Peter Pan's Lyntara print. Sizes 11-18, 50¢.

1888 — A dirndl skirt and blouse with frame neckline blocked out in Peter Pan's Lyntara print. Sizes 11-18, 50¢.

1907 — Quaintly-figured stripes of old-fashioned red calico for a modern sheath with cut-in-one sleeves and pussycat bow. William Simpson Everglaze Minicare "Old Loyalty" print. Sizes 11-18, 50¢.

Provincials with the naivete of Early American prints.
Left: 1918 — Frolicking deer under make-
believe trees on a tucked shirtwaist and full pleated
skirt. Fluegelman's Everglaze North Cape
cotton. Cummerbund included. Sizes 11-18, 50¢.
Right: 1879 — Flora and fauna, trumpets and violins
in parade formation on a dress with high-rising
bodice and surplice neckline. New Crease-
Resistant Indian Head All-Purpose cotton print. Sizes 11-18, 50¢.

PETER KONNALE

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Knit it for a pattern

This season's important new custom-made idea: bulky wools that you hand-knit yourself, then adapt to your favorite pattern.
• Left: 1470—The smart nubby-tweed look which lends extra dimension and dash to a narrow collarless coat, deeply slit at the sides. Simple-To-Make. Sizes 11-18, 50¢.
• Right: 1876—Brilliantly conceived—the alliance of silk and wool. Slim skirt of this two-piece dress features side pleats for walking ease, Coats & Clark's longer 9" Trouble-free zipper for smoother fit. A. P. Silk Co. Segretta silk houndtooth check. Knitted drawstring blouson has contrast collar and cuffs. Sizes 10-18, 35¢.
• Yarn requirement (with ample allowance): For the coat in size 14, 20 skeins each of Coats & Clark's Red Heart Knitting Worsted in walnut and beige; 22 skeins in black. For the blouse, 12 skeins of Coats & Clark's Red Heart Nylon & Wool in black. When asking your store to lay them away, make sure they will refund the price of any unused yarn. For free knitting and cutting instructions, send a stamped self-addressed envelope (very clearly printed) to: Coats & Clark's, 430 Park Avenue, Department D-5-SPB, New York 22, N. Y.

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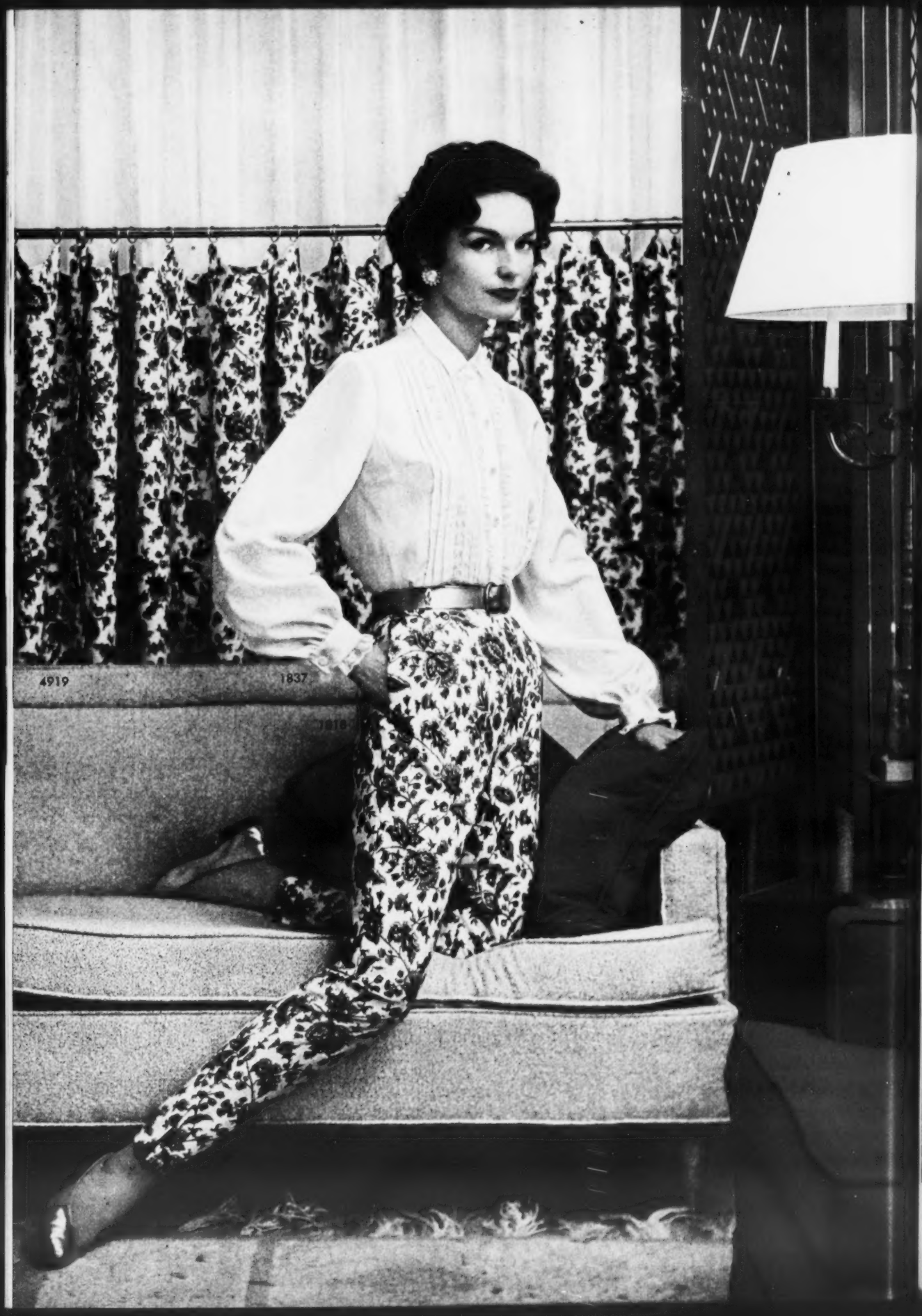
MONROE

1876


4919
1837

PHOTOGRAPHED BY RAY KELLMAN AT THE ROYAL YORK APARTMENTS.

A new idea in "At-home" fashions

These smart hostess fashions take their fabric cue from the decor to form three of this season's popular home teams.

• Color Photo: Tapered fancy pants with a scheming look. 1818, sizes 24½-28, 50¢. Cafe curtains, in on the plot. Simple-To-Make. 4919, one size, 35¢. Desley Fabrics' preshrunk "Rochelle". Toreador blouse: 1837, sizes 11-18, 35¢.

• Above: In and out of print – a full skirt plus cummerbund, sleeveless blouse, and pillows. Spring Knight Sanforized broadcloth. Skirt: 1851, sizes 24-30, 35¢. Blouse: 1201, sizes 11-18, 35¢. La Mode buttons. Pillow set: 1394, 35¢.

• Left: For coordinated entertaining, an apron to match the tablecloth. 1357, one size, 35¢. Tablecloth from a circle skirt, waistline omitted. 3813, 35¢. Scrollwork in Trimtex bias tape. Springs Mills Everglaze Minicare Dazzle. Square-cut sheath: 1232, sizes 11-18, 50¢. Talon Magic-Tab zipper.

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YOUNG SPORTSWEAR: JUNIORS

For juniors on a non-stop flight from Monday to Sunday, easy-going separates that mix as freely as they do.
Left: 1903 — Hooded blouson. Abbey flannel of rayon & acetate. Sizes 11-18, 35¢.
1817 — Slim skirt. Velvatone flannel. Sizes 24-30, 35¢. Both fabrics by Milliken.
Below: 1926 — Tailored car coat with a dashing hood. Sizes 11-18, 50¢.

1903

1817

1926

MARIBETH OLSEN

Above, left: 1880 — A junior dress to inspire social confidence — nonchalantly bloused, free of all clutter. Wyner's Land O' Cotton jersey, interfaced with Sta-Shape #100. Sizes 11-18, 50¢.

Below: 1908 — Flaring wrap-around skirt. Vel-Fel by Continental Felt. Sizes 24½-30, 35¢.

1782 — Simple-To-Make blouse with thru-way for scarf. Wyner Sag-no-Mor wool jersey. Sizes 10-17, 35¢.

Buttons on these fashions by BGE.

Above: 1887 — Junior classic — the full skirt, the shirt with three-quarter sleeves. Sizes 11-18, 50¢.

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STEPHEN COLHOUN

YOUNG SPORTSWEAR: TEENS

Teens love the casual look in fashion, but they are not casual about fashion itself.

Below: 1725—An all-around dress designed to weather day and date-time crises. Tabbed neckline, flaring skirt. In Reeves Sanforized broadcloth. Simple-To-Make. Unit Construction sewing guide enclosed. Sizes 10-17, 35¢.

Left: 1732—The Empire idea in a young, high-rising suspender skirt. Sizes 24-28, 35¢.

1735 — Simple-To-Make shirt with tie collar. Sizes 10-16, 35¢.

1735

1732

MARIBETH OLSEN

1725

STEPHEN COLHOUN

Especially for teens: tailored separates with an accent on patterns that lend themselves to a first sewing project.
Above: 1735—The classic shirt. Simple-To-Make. Sizes 10-16, 35¢.
1430—A one-yard slim-stemmed skirt from one major pattern piece. Simple-To-Make. Sizes 24-28, 35¢. Buttons by BGE. In U.S. Royal's Everglaze Minicare Majya madras plaid and coordinating plain through Wm. Simpson. Formite interfacing. Talon zipper.
Far right: 1932—The sheath jumper with Empire leanings. Its top-of-ribcage-length blouse doubles as a brief caraco jacket. Sizes 10-16, 50¢.
Right: 1736—Flared skirt plus tab-detailed blouse, each laid out on one ready-to-cut tissue. Simple-To-Make. Unit Construction guide included. Sizes 10-17, 35¢.

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1853

1917

1886

1752

• Top, left: 1853 — Party-going sheath with fan of pleats for swish in back. Fabrex Dardanel faille of Celanese Arnel. Sizes 12½-22½, 50¢.
• Top, right: 1917 — A trim dress under the lovely spell of its lace yoke and sleeves. Moygashel Irish linen with Land O' Lace by Emanuel Roth. Not shown: an easy jacket. Bac-A-Brand self belt. Sizes 12½-22½, 50¢.
• Below, left: 1886 — Smart all-day dress. Featured: sloping sleeves, extra underarm sections, Interlon interfacing at neckline, BGE buttons. Reltex Shepherd check of rayon and Celanese acetate. Sizes 12½-22½, 50¢.
• Below, right: 1752 — A figure-diminishing dress with softly draped collar and back flare. In Skinner Minaret crepe of acetate and rayon. Closing story: Coats & Clark's 14" Trouble-free zipper. Sizes 12½-24½, 50¢.

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A wardrobe in

HALF SIZES

Six statements of fashion policy phrased with great elegance in half sizes.

• Left: 1847 – Easy-mannered shirtwaist. Of Weil & Schoenfeld Wash-o-matic Belfast. For minimum waist, a self-belt by Bac-A-Brand. Sizes 12½-24½, 50¢.

• Below: 1923 – Empire sheath with draped surplice bodice. Rosewood's Parfait crepe of acetate & DuPont Nylon. Slim coat in Rosewood Dacota of rayon & DuPont Dacron with Unidure finish. Sizes 12½-22½, 50¢.

1847

GERALD HOCHMAN

PLAN YOUR COAT AROUND A COLOR SCHEME

Ensemble playing at its finest: a trio of coats in three major color keys, each one scored for a different range of fashions.

PEONY INTO PINK: 1928—To harmonize with late afternoon and cocktail clothes; a dramatic hooded coat. Push-up raglan sleeves. Simple-To-Make. Sizes 12-20, 50¢. 1793 — The high-sashed sheath, loosely fitted. Simple-To-Make. Sizes 11-18, 50¢. 1872 — Fan-tail sheath. Sizes 11-18, 50¢. 1875 — Dress with free-flowing back panel launched from shoulders. Sizes 10-18, 50¢. 1927 — The blousier belted suit jacket atop a gently pleated skirt. Sizes 12-20, 50¢. 1951 — Dutch-boy-length jacket over soft hobble-skirted dress. Sizes 12-20, 50¢.

BEIGE INTO APRICOT: 1926—Casual car-coat for tailored fashions. Sizes 11-18, 50¢. Left to right: 1950 — Dress with gay scarf crushed through carriers. Sizes 10-18, 50¢. 1915 — A Simple-To-Make dress, wistfully bowed, softly collared. Sizes 11-18, 50¢. 1791 — Citrus plaid shirtwaist. Sleeves cut in one with the yoke. Sizes 11-18, 50¢. 1953 — Taut midriff dress. Detail repeated at neckline and waist. Sizes 12-20, 50¢. 1969 — Narrow-skirted suit with a belted jacket that blouses over. Sizes 11-18, 50¢.

BLUE INTO MAUVE AND AQUA: 1889—The royal cape that takes suits and smaller capes in its breezy stride. Sizes 11-18, 50¢. Left to right: 1970 — Empire jumper plus blouse and tie-on cape. Sizes 11-18, 50¢. 1874 — A printed sheath with stand-away collar, floating panel. Sizes 11-18, 50¢. 1925 — Plunge-neck jumper and a bloused jacket that ties softly. Sizes 11-18, 50¢. 1798 — The easy-mannered suit in pastel tweed. Raglan sleeves. Sizes 11-18, 50¢. 1790 — Suit with brief, semi-fitted jacket, bracelet-length sleeves. Sizes 11-18, 50¢.

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FRANCES PELLEGRIN

The Romance Fabrics: Pastel Bouquets

Printed cottons pay a floral tribute to Spring in delicate violet and rose. • Opposite, left: 1848—Chrysanthemums on a wide-skirted dress with halter neckline, a touch of organdy. Peter Pan Everglaze Cygnette print. Pellon interfacing. Sizes 11-18, 50¢. • Opposite right: 1795 — Antique roses in a pale French warp print for this bouffant beauty. Back-dipped neckline and filmy wind-about chiffon sash. Peter Pan Everglaze Dynachrome print. Talon 14" Magic-Tab zipper. Sizes 11-18, 50¢. • Right: 1866 — The romanticized sheath trailing a cloud of chiffon from its swathed neckline. Lowenstein's Primavera cotton sateen. In sizes 11-18, 50¢. Important this year — a soft, misty-eyed Romance Make-up to enhance the Fair Lady look of Romance Fabrics. The formula: Revlon's Powder Pink lipstick, Violet eyeshadow, gray mascara, and Frosted Pink Cloud nail enamel.

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Romance Fabrics: Floral Stripes Left: 1924 – Old-mansion pink and violet wallpaper stripes for this charmer with full skirt of unpressed pleats. Wamsutta cotton satina. Sizes 12-20, 35¢. • Right: 1911 – Influenced by fine porcelain, flowering vines on a dress with gentle blousing. Simple-To-Make. Peter Pan Everglaze Brocara. Sizes 11-18, 50¢. For a porcelain complexion: Revlon's Natural Touch and Glow.

FRANCES PELLEGRINI

• Left: 1944—Traversed by flowers that melt from mauve into deep purple, an Empire beauty with its own lavender-lined stole. Of Indian Head Everglaze cotton satin. Talon's new 14" length Magic-Tab zipper. Sizes 11-18, 50¢.
• Right: 1943 — Tiny stripes flowering in two directions on a dress with outswept skirt and quarter-moon neckline. A. B. C.'s Briyante with Cranston Dri-Smooth finish. Formite interfacing. Buttons by La Mode. Sizes 11-18, 35¢.

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1797

FRANCES PELLEGRINI

The Romance Fabrics: Lace

Fashions designed to recapture the elegance and formality of a bygone, never-to-be-forgotten era when lace reigned supreme in the ballroom.

• In color: 1877 — Fabulous flatterer, tone-on-tone beige. Lace dress in two shades features a portrait neckline, three-quarter sleeves, a skirt in the grand manner. Flowered Ametex lace of cotton and DuPont nylon. Sizes 11-18, 50¢.

• Left: 1797 — An intrigue of crisp lace and frail chiffon on this sheath with bateau neckline. A high sash draws the Empire line and then drifts off. In Max Mandel lace of DuPont nylon and acetate. Taffeta slip shaped with Interlon. Talon Seam-Thin zipper. Sizes 11-18, 50¢.

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1877

THE 1957 LOOK

SIMPLE TO MAKE

Fashions so newsworthy, so Simple-To-Make you'll want them in duplicate and triplicate.

1911 – Three treatments of this year's breezy bloused dress. Companionable coat, lined to match your favorite, has smart button trim at side slashes, cut-in-one sleeves. Sizes 11-18, 50¢.

1913 – One of Spring's truly important ideas – the bloused suit. In a print, it features a drawstring jacket and all-of-a-piece sleeves cropped above the elbow. In a monochrome, the sleeves fall to bracelet-length. In tweed and plain, softness gathers at a waistband. The skirt with walking pleat maintains its narrow outlook at all times. Sizes 11-18, 50¢.

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THE 1957 LOOK

SIMPLE TO MAKE

1839—The softest blouse of the season, Grecian in feeling, perfectly amenable to change. Its artful neckline may be drawn out and tied at the shoulders, relaxed into a cowl drape, or swept to one side with your favorite brooch. Sizes 10-20, 35¢.

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1839

PHOTOGRAPHED IN COLOR

1979—New edition of Heidi with all of the charming Alpine mannerisms retained: the white apron, the laced velveteen bodice, the dirndl dress with huge puffed sleeves. Latest printing in Bates Winsette cotton. Sizes 1-6, 35¢.

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Simplicity Patterns for

Children

Fashions for the first dozen years

Featuring: Petite Provincials, Easter Ensembles

Spring Fashions for School

1744
1976

Petite Provincials

A youthful Mozart quartet of four utterly beguiling provincials with a strong Austrian accent and an air of wide-eyed innocence.

Opposite, left: 1744 — Non-detachable suspenders of lace beading on this brilliant red print dress rich in folk themes. Wamsutta's Vienna print. Sizes 1-6. 35¢.

Right: 1976 — Riding to win compliments, a one-piece peasant dress of print and plain with snugged bodice. Wamsutta's International poetry print. Heart-shaped buttons by La Mode. Sizes 7-14, 35¢.

Below left: 1858 — Dirndl charmer with high ruffled neckline. Rows of Trimtex bias tape on its widespread skirt. Ely & Walker Gilbrae Moosehead print. Sizes 7-14. 35¢.

Right: 1938 — The quaint provincial look in a dress with elastic-cased puff sleeves and a gay suspender pinafore. Ely & Walker's Gilbrae Manana. Sizes 1-6, 35¢.

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TANA HOBAN

Ribbon stripes

New fashions that feature soft little-lady ribbon stripes charmingly phrased in florals, fruits, and geometrics. • Above, from left: 1901—The flowering of New England—a modern puritan dress in this gay ribbon stripe which breaks with the somber traditions of Salem. Austriana woven cotton from David Alexander. Sizes 7-14, 35¢. • 1870—Checks that band together for a striped effect on this back-buttoned caraco with cut-in-one sleeves. The dress: a pleated princess with high Empire ideals. Stoffel's Everglaze Minicare Raysatin. Sizes 7-14, 50¢.

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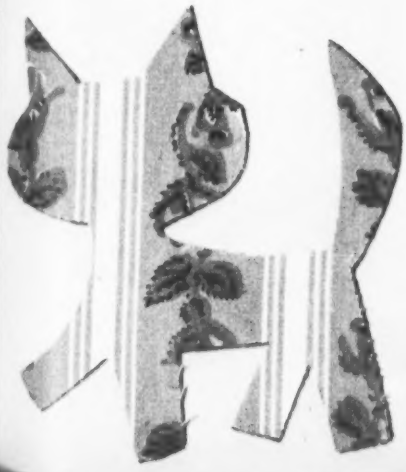
LESLIE JACOBS



• Above, left to right: 1897 — Framed in its petal-like collar, a dress romantically striped with twining roses. Fruit of the Loom fashion print. Sizes 1-6, 35¢.
• 1745 — Apple-bearing stripes planted on a perky pinafore with scalloped edge. De-pinafored, the dress features heart-shaped pockets in the same good-enough-to-eat print. Of Bates Disciplined cotton. Sizes 1-6, 35¢.
• 1938 — For this sleeveless beauty, a stripe with the look of embroidered ribbon. Repeat performance (in part) on the apron. Peter Pan Everglaze Alura. Sizes 1-6, 35¢.

1981
1937

Spring time Recess

Fashions for the romp 'n' roll set.

• Color photo 1981 – The Bavarian influence in short suspender pants and coordinated shirt. Sizes 2-8, 35¢.

1937–Yoked dress to check for spring. Sizes 1-6, 35¢. Fabrics by Avondale.

• Left: 4407–Tie-back jumper with puffed-sleeve blouse. Sizes 1-6, 35¢. White Rose fabrics by A. E. Nathan.

• Below: High-waisted suspender fashions that reflect the new Heidi look.

1743 – Sissy blouse plus full circle skirt of Vanetta corduroy. Sizes 7-14, 35¢.

1702 – Gathered Simple-To-Make skirt with tailored blouse. Sizes 1-6, 35¢. Valencia prints by Davis & Catterall.

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PHOTOGRAPHED BY RODERICK HORNE AT SUN VALLEY SWIM CLUB, NEW JERSEY

Sturdy playclothes in washable fabrics designed especially to withstand the stress and strains of outdoor life.

• Left: 1707 – For smooth sailing from classroom to playground, this full-skirted dress with a teasing of Trimtex rick rack and a column of buttons by Costumakers. Shown in Dan River's striped Rivertone cotton with Dri-Don finish. Simple-To-Make. Sizes 7-14, 35¢.

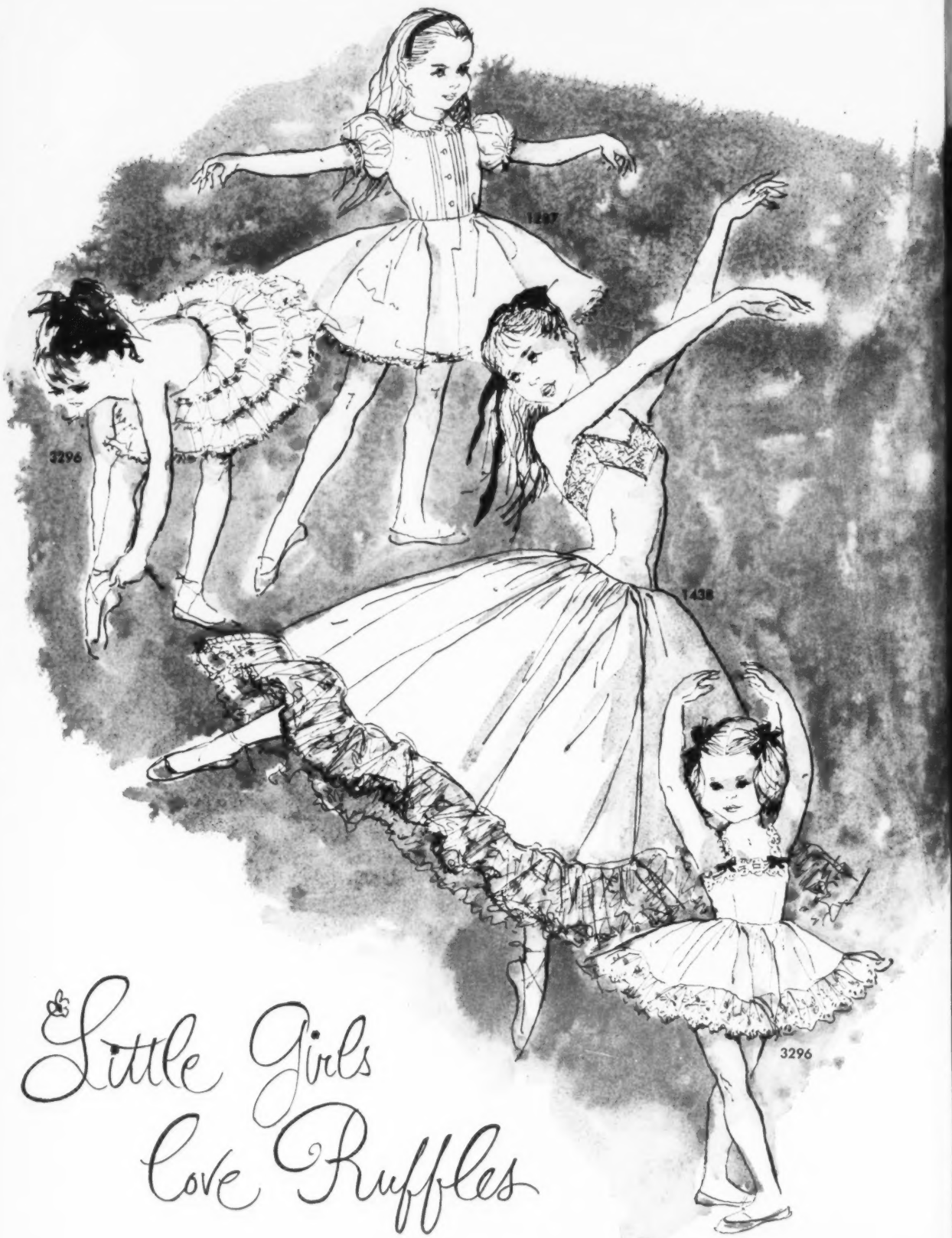
• Right: 1822 – Keyed to the modern young man's rugged load of extra-curricular activities, this wide-collared sport shirt and pants. Both of J. P. Stevens Resilient cotton. Sizes 2-8, 35¢. Collars are shaped with lightweight Pellon interfacing.

BACKVIEWS PAGE 102 YARDAGES PAGE 104
ALL SIMPLICITY PATTERNS ARE PRINTED.

Springtime Recess

• Right: 1861 — For the man who won't be fenced in, a casual shirt with open neckline, shaped yoke. Galey & Lord Pinfeather cord of DuPont Dacron & cotton. Sizes 4-14. 35¢.
• Below, left: 1981 — Freedom-loving shirt with easy neckline, side vents, practical patch pockets. Sizes 2-8. 35¢.
• Below, right: 1829 — The Ivy League shirt with button-down collar and a single breast pocket. Sizes 2-14. 35¢.
1980 — Bermuda shorts with fly-front closing. Sizes 2-10. 50¢.
All plain and striped Tog-a-Sheen by Bernside Mills.

RODERICK HORNE



Little Girls love Ruffles

Petticoats and slips are a little girl's first fashion crush. She passionately collects them in every shape, loves the frilly ones best of all.

• Opposite, left to right: 3296 – Delicious confection of ruffles and beading. Sizes 1-6, 25¢.

1287 – Made-in-one petticoat-blouse. Sizes 1-6, 35¢.

1438 – Long-torso slip, ankle-length. Sizes 7-14, 35¢.

3296 – Old-fashioned camisole slip. Sizes 1-6, 25¢.

• Above, clockwise: 1438 – Smooth-midriff beauty with outburst at hipline. Sizes 7-14, 35¢.

1438 – A slip featuring center panel, late-started fullness. Sizes 7-14, 35¢.

1563 – Button-down, shoulder-flared slip from one major pattern piece. Sizes ½-3, 35¢.

1563 – Petticoat and cancan pants. Sizes ½-3, 35¢.

1563 – Side-gathered bouffant. Sizes ½-3, 35¢.

BACKVIEWS PAGE 102. YARDAGES PAGE 104. ALL SIMPLICITY PATTERNS ARE PRINTED.

What a beautiful Baby

1827

Winsome toddler fashions that make an emotional appeal no grown-up can resist.

• Left: 1827 – Basking in compliments, this picture-book dress with prettily profiled details – the half yoke and puffed sleeves, the gathered pockets. Of H. Bates pique. Sizes ½-3, 35¢.

• Below: 1941 – The two youngest Empires of all time. For distinguished visitors, a coat with pleats released from high-set flaps. Matching bonnet. In Pellon-interfaced Lebanon Sanforlan Wash-a-Flan. Prym self-covered buttons. For an adorable hostess, a dress with ribbon that cunningly draws the line of Empire. Embroidered batiste by H. Bates. Sizes ½-3, 50¢.

1941

1941

1865

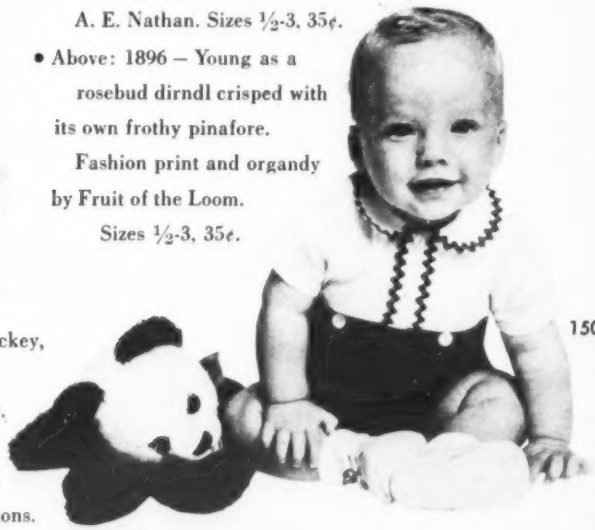
1896

TANA HOBAN

1483

• Above, left: 1865 – On a wistful note, this enchanting smocked bouffant. White Rose dotted swiss by A. E. Nathan. Sizes ½-3, 35¢.

• Above: 1896 – Young as a rosebud dirndl crisped with its own frothy pinafore. Fashion print and organdy by Fruit of the Loom. Sizes ½-3, 35¢.



1504

• Above: 1483 – For a rocking horse jockey, shirt, cardigan, and stay-upable suspender pants. Rice-Stix Glamorlin of Avisco rayon. Sizes ½-4, 35¢.

• Right: 1504 – For the big game hunter who stalks stuffed bears, a button-down shirt and shorts. Fruit of the Loom Starcraft suiting. Sizes ½-3, 35¢. Costumakers buttons.

BACKVIEWS PAGE 102. YARDAGES PAGE 104. ALL SIMPLICITY PATTERNS ARE PRINTED.

Young set: suits and ensembles

• Spring suits and ensembles for young gadabouts and Easter paraders.

• Above, left to right: 1936 – An ensemble for the littlest siren. Sleeveless dress with neckline scooped and skirt in a whirl. Boldly slashed coat with back flare. Simple-To-Make. Sizes 1-6, 50¢.

• 1333 – The most dapper coat in town, double-breasted and top-stitched like a career diplomat's. Sizes 2-12, 35¢.

• 1974 – For Sunday strolling, the "suit look". Featured: a short Dutch-boy jacket (shed-able on balmy days), a sleeveless cummerbunded dress with its skirt gone full-circle. Sizes 7-14, 50¢.

BACKVIEWS PAGE 102. YARDAGES PAGE 104

ALL SIMPLICITY PATTERNS ARE PRINTED.

• Left to right: 1940 — A coat influenced by high Empire ideals. Barely glimpsed: its princess dress rising to equal heights. Sizes 7-14, 50¢.
• 1780 — Square-cut jumper with inverted pleats. Raglan jacket for tip-of-waist topping. Sizes 7-14, 50¢.
• 1975 — Breezy little suit, narrow-skirted. Jacket lined to match blouse or cummerbund. Sizes 7-14, 50¢.
• 1980 — News for men, knee-length pants and sporty jacket. Sizes 2-10, 50¢.

• Dresses that look fetching under wraps (or brief cover-ups) and come out into the open when weather permits.

• Far left: 1863—A pretty bouffant, its bodice shaped by three bands of smocking. Transfer included. Sizes 1-6, 35¢.

• Near left: 1897—A dress with petal collar flowering over a full skirt. Understudied by its slip. Sizes 1-6, 35¢

• Below, left: 1937—The dress-plus-jacket idea at its youngest. Dress features contrasting yoke. Back-buttoned caraco has elbow-length sleeves. Sizes 1-6, 35¢.

• Below, right: 1561—Good transition dress. Worn with its to-the-midriff jacket now, likely to go bare-armed comes summer. Band trim is thrice repeated. Sizes 7-14, 35¢.

Spring forecast: two-season dresses

Young ensemble-makers: the cape and caraco.

• Above, left: 1739—A princess under the sway of the Empire line. Designed with a royal flourish: the romantic button-on cape. Sizes 7-14, 35¢.

• Above, right: 1701—A flaring princess dress of Empire descent, topped by one of this year's jaunty little lined capes. Sizes 2-6, 35¢.

• Left: 1706—Bi-seasonal dress. Right for now with a short cover-up. Very cool for June minus jacket, sleeveless and scooped. Sizes 7-14, 35¢.

BACKVIEWS PAGE 102. YARDAGES PAGE 104
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I made it myself

THE DAY AFTER MY 12TH BIRTHDAY, MOTHER PLUNKED DOWN A PATTERN AND SAID: "HOW WOULD YOU LIKE TO MAKE THIS ONE YOURSELF?" IT WAS THE DRESS WITH THE GATHERED SKIRT AND CUMMERBUND WE HAD RAVED ABOUT IN THE . . I DRAGGED MOTHER TO THE AND WE PICKED A PRINT OF TARNMOOR PAMPERED COTTON WHICH LOOKED LIKE . . I LEARNED THAT SIMPLE-TO-MAKE REALLY MEANS JUST THAT. MOTHER EXPLAINED A FEW THINGS, BUT I DID EVERY BIT OF ING AND ING MYSELF. . .THE FIRST DAY I WORE IT TO School THREE OF MY FRIENDS ASKED WHERE I BOUGHT IT! . . NOW MY SISTER PENNY, WHO'S ON THE PLUMP SIDE, WANTS ONE – WHICH IS ALRIGHT BECAUSE IT'S ADAPTABLE FOR CHUBBIES, I MIGHT MENTION. THE PATTERN IS 1707, IT COMES IN SIZES 7-14 AND COSTS 35c.

1707

RODERICK HORNE

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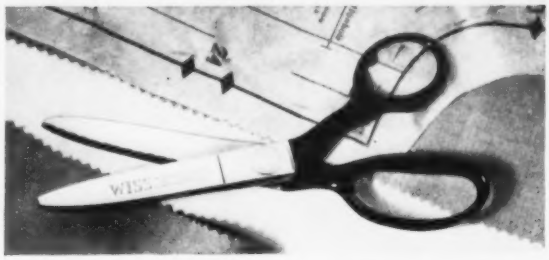

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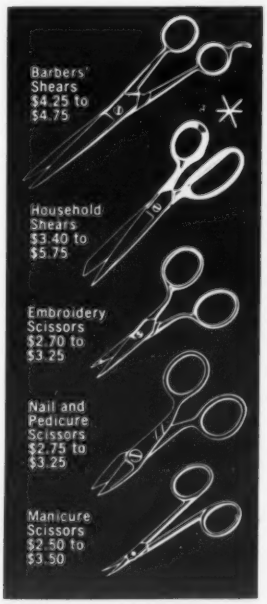

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The dress with the big future

1793 — So Simple-To-Make you can whip up three or four in a jiffy, so versatile you might make an entire wardrobe of it. Fabric, sleeve length, and placement of its bias sash create the differences. Sash it high in the Empire manner or low for a long-drawn torso, or not at all for an easy-going sheath. Range fabric-wise from silk to jersey. Sizes 11-18, 50¢.

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1845 — Four necessities of a homemaker's life: an apron, quilted potholder, placemat, and toaster cover. Simple-To-Make. In one size, 35¢. To personalize them, use the new *Necchi-Elna Monograph*. This device, by a follow-the-groove technique, automatically embroiders a perfect monogram on fabric as effortlessly as you sign your own name. At $19.95.

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Front Cover | Backviews for Styles Shown on Pages 37 Through 74

1918 1201 1229 1232 1357 1430 1470 1725 1727 1732 1735 1736 1749 1752

1753 1782 1790 1791 1793 1795 1797 1798 1816 1817 1818 1830 1832 1837 1837

1839 1847 1848 1851 1853 1866 1867 1867 1869 1871 1872 1873 1874 1874

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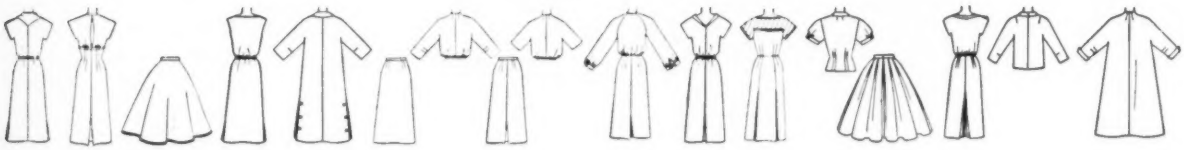

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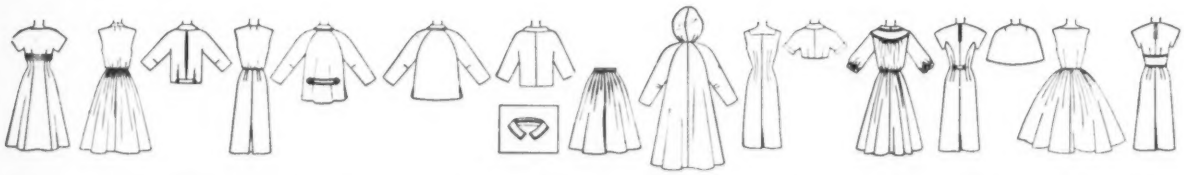
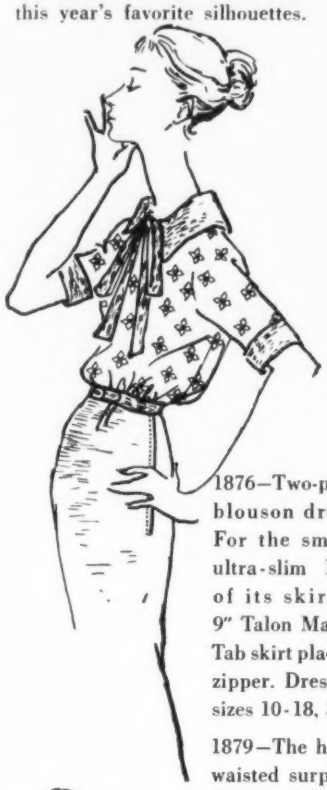


1923 1924 1925 1925 1926 1926 1927 1928 1932 1939 1942 1943 1944

1944 1950 1951 1953 1954 1954 1958 1959 1959 1966 1966 1968 1969 1970

Zippers keep pace with fashion

Talon's Magic-Tab zippers in two new lengths especially sized for this year's favorite silhouettes.



1876—Two-piece blouson dress. For the smart, ultra-slim look of its skirt, a 9" Talon Magic-Tab skirt placket zipper. Dress in sizes 10-18, 35¢.

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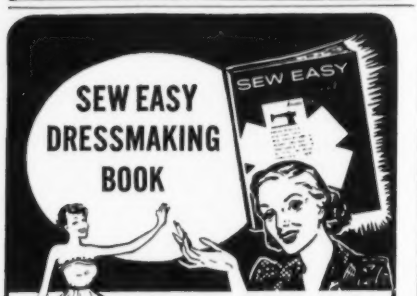

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No.	Pages	Size		Yards	Width
1201	57	14		1⅜	36"
1229	38	26		1	54"
1232	57	14		3⅜	36"
1357	57	One size		1	36"
1391	57	One size	Round pillow	1	36"
			Oblong pillow	1⅛	36"
1430	61	25		1⅜	45"
1470	54	14		4¼	36"
1725	60	14		3¾	36"
1727	44	14		1¼	54"
1732	60	25		1	54"
1735	60	12		2	35"
1735	61	12		1¼	45"
1736	61	14	Blouse	1⅜	36"
			Skirt	2⅜	36"
1749	48	16		4⅛	45"
1752	62	16½		3⅞	36"
1753	44	16		2⅜	36"
1782	59	15		1⅝	44"
1790	65	14		2⅞	54"
1791	65	14		2⅜	54"
1793	61	14		2⅞	44"
1795	66	14		4⅞	36"
1797	70	14		2⅞	36"
1798	65	14		2⅝	54"
1816	44	14		2⅛	36"
1817	58	26		1	54"
1818	56	25		2⅜	36"
1830	41	14		3⅜	36"
1832	50	14		4	44"
1837	44	14		1¼	36"
1837	56	14		2⅛	36"
1839	74	14		1⅝	36"
1847	63	16½		3⅞	36"
1848	66	14	Dress & jacket	6	36"
1851	57	26		4	36"
1853	62	16½		3	45"
1866	67	14		5⅛	36"
1867	51	14	Dress	3⅝	45"
			Coat	4⅞	45"
1869	44	16		2½	36"
1871	51	14		4	44"
1872	64	14		4¼	36"
1873	52	14	Dress & overskirt	5⅜	44"
1874	52	14		3¼	45"
1874	65	14		3¾	36"
1875	64	14		4¾	44"
1876	55	14	Top	1⅜	36"
			Skirt & contrast	2⅝	36"
1877	71	14	Bodice	1½	36"
			Skirt & sash	5¼	36"
1878	51	14	Dress	4½	44"
1879	53	14		4⅜	44"
1880	59	13		2¼	54"
1886	62	16½		3⅛	45"
1887	59	13	Blouse	2	36"
			Skirt	2⅞	44"
1888	52	14		4⅝	36"
			Contrast	⅜	36"
1889	38	14		2	54"
1889	65	14		3	54"
1903	44	14		1⅞	54"
1903	58	14		2⅞	36"
1906	46	14		4⅛	36"
1907	52	14		3½	36"
1908	59	26	Felt skirt	1⅜	72"
1911	68	14	Dress	3	36"
1911	72	14	Dress & coat lining	6⅜	36"
			Coat	5	36"
			Dress	2⅞	44"
1913	73	14	Jacket & skirt	2½	54"
			Jacket	1¼	54"
			Skirt	1½	54"
1914	47	14		3¼	45"
1915	65	14		3½	36"
1917	62	16½	Dress & jacket	5⅜	36"
			Lace yoke	⅝	36"
1918	37,47	14		6⅛	45"
1918	53	14		6⅛	36"
1922	49	16		4⅝	42"
1923	63	16½	Dress & coat lining	6¾	44"
			Coat	3⅞	44"
1924	68	14		4⅛	36"
1925	65	14		3¾	54"
1926	58	13		2⅝	54"
1926	64	14		2⅜	54"
1927	64	16		3¾	54"
1928	64	16		3½	54"
1932	61	12	Jumper	1⅝	54"
			Blouse	1⅜	36"
1939	46	14		4⅛	45"
1942	43	16		3¼	45"
1943	69	14		5⅛	36"
1944	69	14		3⅞	36"
1950	65	14		3⅜	36"
1951	64	16	See pattern envelope for yardages		
1953	65	16		3⅛	36"
1954	40	14		2¾	54"
1958	48	16		3¼	54"
1959	48	16		3⅝	45"
1966	42	14		4	44"
1968	45	15		1¼	45"
1969	65	14	See pattern envelope for yardages		
1970	65	14	See pattern envelope for yardages		

The embroidered fabrics

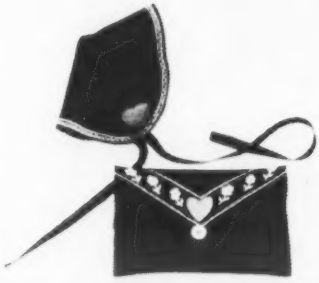
• Of great fabric importance this Spring — the luxuriant over-all embroidery that was once found only on precious heirlooms or fabulously-priced fabrics. It is featured in a brilliant array of designs and colors. It can be used to give an opulent look to the Empire bodice or a beautiful new texturing to an entire dress.
• 1948 — The Empress Josephine period recaptured in a sheath with scooped-out contrast bodice of Fluegelman's Embroidered Ruff-Lin. To accent its romantic side, a chiffon sash. Sizes 11-18, 50¢.
• 1881 — Embroidered "print" in a bloused sheath with back-diving neckline and detachable flyaway panels. Fluegelman Embroidered Ruff-Lin. Sizes 10-18, 50¢. Both these fashions feature Coats & Clark's Trouble-free zippers.

ALL SIMPLICITY PATTERNS ARE PRINTED.

Provincial accents

Something to yodel about in a season which has brought the mountains (Alps) to milady—suspenders adapted from a Bavarian boy's. Simple-To-Make and may be attached to your favorite skirt. The pretty pair shown above is part of pattern 1281 which includes two skirts, slim and flared. Sizes 23½-29, 25¢. Tiny hearts and flowers were embroidered in brilliant colors on velvet ribbon by a Morse *Super-Fotomatic Sewing Machine.*

1810—Pert accessories that follow the new regional trends. Baby doll cap has a frame of embroidery and fat red appliqued hearts. Clutch bag with pinked edges features embroidered flowers on the flap. Simple-To-Make. Of Vel-felt by Continental Felt. One size, 35¢. Embroidered on *Pfaff's 230 Automatic.* Flowers created by the new *Pfaff Ornamentograph,* a unique attachment which will duplicate any design in embroidery. Under $15.

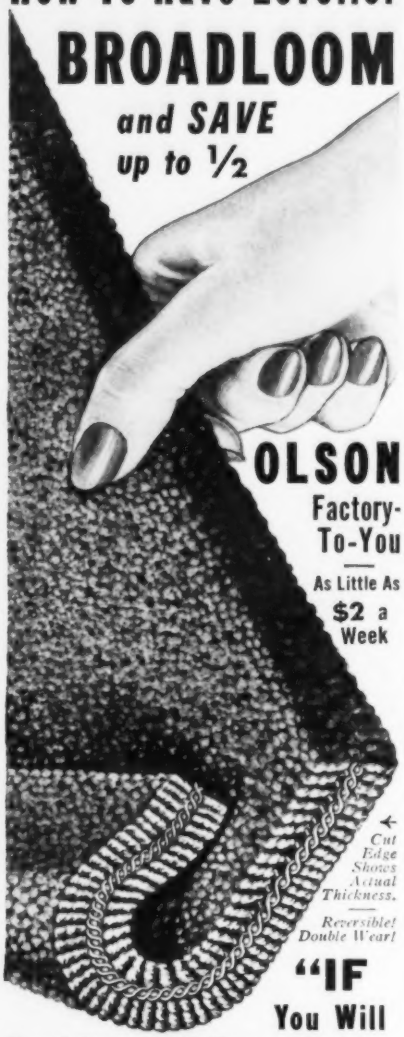


*T.M. Reg.

Enjoy the fashion news and easy care of Reltex Compatible Fabrics — color-matched patterns, textures and blends. Use them as inspiration for new costume ideas — like this linen-look ensemble: solid jacket and blouse, color-keyed to a compatible checked jumper. Ask for Reltex Fabrics at your favorite store.

All fabrics in this group popular priced at better fabric departments everywhere, or write Retailtex Corp., *1410 Broadway, N. Y. C.*

How To Have Lovelier BROADLOOM and SAVE up to 1/2



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Accessory listing

FOR SPRING 1957

Here is a listing of accessories used in this issue. For your convenience we mention the pages on which they appear and the manufacturer's address. If you would like information regarding the store in your vicinity which carries these accessories, write directly to the manufacturers listed. (All of them in New York City.)

BAGS

Pages: 68, 69
Ingber, 347 Fifth Avenue

Pages: 54, 55
Milch, 36 West 32nd Street

Pages: 38, 42, 43
Murray Kruger, 25 West 32nd Street

BELTS

Pages: Cover, 46, 47, 56
Calderon, 389 Fifth Avenue

GLOVES

Pages: 40, 41, 63, 68, 69
Superb Glove Co., 240 Madison Avenue

HATS

Pages: 40, 41, 48
Emme, 19 West 57th Street

JEWELRY

Pages: Cover, 66, 67, 68, 69
Castlecliff, 366 Fifth Avenue

Pages: 38, 43
La Tausca, 411 Fifth Avenue

Pages: 46, 47, 62, 63
Monet, 6 West 32nd Street

SCARVES

Pages: 58, 59, 63
Brooke Cadwallader,
525 Lexington Avenue

Page: Cover
Emily Wetherby, 4 West 37th Street

SHOES

Pages: 75, 76, 77
Capezio, 1612 Broadway

Pages: 39, 56
Pappagallo, 122 Fifth Avenue

Page: 82
Sandler of Boston, 47 West 34th Street

Pages: 80, 83
U.S. Rubber Co., 1230 Sixth Avenue

Sleepytime Gals

1826 — A line-for-line copy of grandma's full, ruffled nightgown. High neckline elastic-cased sleeves, a transferable clown. Sizes ½-3, 35¢

1864 — For warm-weather snoozing, a yoked nightie with short pants, frivolous ruffles. Sizes 1-6, 35¢.

1824 — For cooler climes, pajamas that flare from a round yoke and are firmly snugged in at all cold draught points. Drowsy angel to transfer. Sizes 1-6, 35¢.

All Simplicity Patterns are printed.

Sleepytime Gals

1859 — Abbreviated pajamas with a Ming look. Mandarin coat for girls on a slow boat to bed. Simple-To-Make. Sizes 7-14, 35¢.

1821 For end-of-day relaxing, these smart lounge pajamas with a Far Eastern slant and big patch pockets. Sizes 7-14, 35¢

1828 — Shortie pajamas gathered and flaring from a round yoke. Little puff sleeves and saucily frilled peek-out bloomers. Sizes 7-14, 35¢.

All Simplicity Patterns are printed.

Our Belfast Family Album

Mom made 'em all!

CURTAIN – LUNCHEON SET Simplicity 4919

Couple of fence-sitters

DRESS—Simplicity 1870

Watch their dust!

COAT—Simplicity 1912

Belfast Made in the U.S.A.

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Belfast's linen-like loveliness is *crease- and wrinkle-resistant.* It always looks fresh! *Faster, fewer pressings* . . . Belfast keeps its shape too because of controlled shrinkage. (2-3% maximum.)

In all the new colors . . . and sew-sew inexpensive! *Less than $5 pays for a charming Belfast dress!*

worth looking for at your store!

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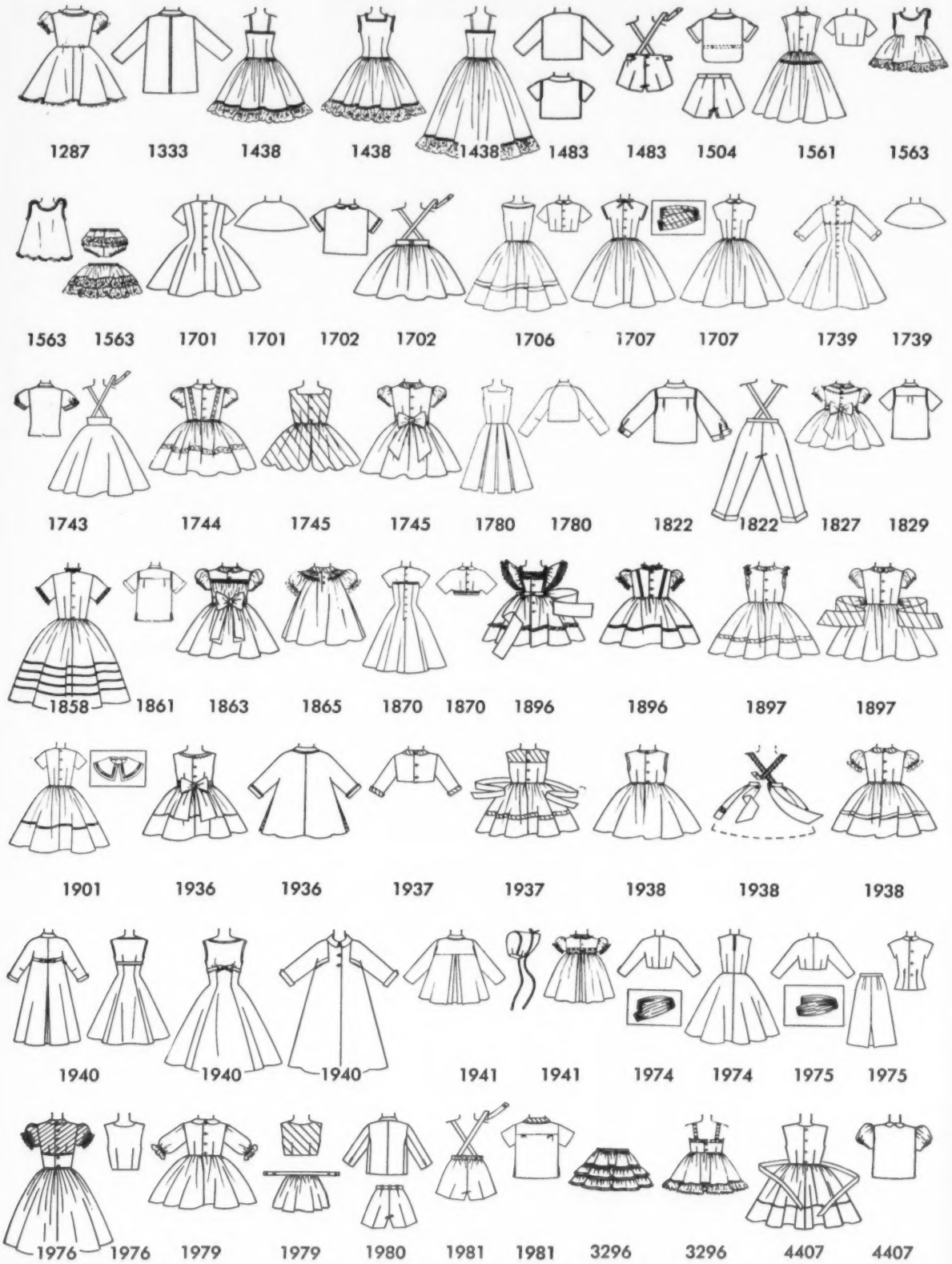
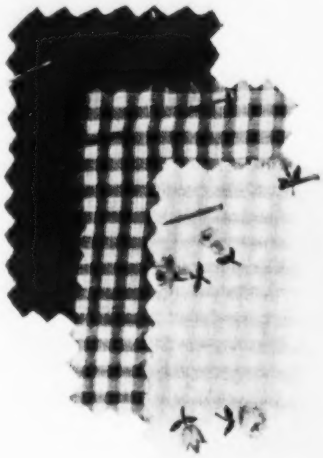
Backviews for Styles Shown on Pages 75 Through 92



Fiber of the season: Dacron



Dacron is the trademark for DuPont's versatile man-made polyester fiber. In blends it assumes a wonderful variety of faces and textures, brings to each of them its own qualities of superior strength, wrinkle resistance, crease retention, drapability, resistance to shrinkage or stretching, and general unattractiveness to moths and mildew. Three such blends are shown above: a fresh Dacron and cotton check, a Dacron and worsted plain, a sprightly floral print of Dacron and Egyptian cotton. One of the loveliest — "In-a-Class" of silk and DuPont Dacron by Mallinson — appears on our cover.

Washing Dacron

If there are no instructions on the label, use the following procedures.

1. Spot-clean oil or grease stains with a dry-cleaning type solvent before washing.
2. Wash in warm water with soap or detergent. Machine washing is possible when seams are sturdy, trimmings unlikely to fray.
3. Rinse well with warm water.
4. Drip-dry to avoid wrinkling. Machine-washed garments can be smoothed by pressing lightly (wet or dry with a nylon-set iron) or tumbling in a dryer.

BERNINA

So Simple To Operate

SO COMPLETELY AUTOMATIC IT MAKES OTHER MACHINES SEEM OLD-FASHIONED

- Automatic tension control, adjusts itself for all thicknesses of material and thread.
- Satin stitch stop. The *Bernina* is the only machine in the world to incorporate automatic setting for embroidery and buttonhole stitch length.
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- New *Bernina* hemstitch needle.

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Cape-tivating

This season's most dramatic idea — the cape, and three lengths to which it may go.

- Left: 1889 — Dress-length, contrast-lined, dashing as a musketeer's. Sizes 11-18, 50¢.
- Center: 1889 — Hip-length, grandly collared. Sizes 11-18, 50¢.
- Right: 1907 — Midriff-length with its Empire sheath. Sizes 11-18, 50¢.

All Simplicity Patterns are printed.

Approximate Yardages

All Simplicity Patterns are Printed. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size		Yards	Width
1287	84	4		1½	36"
1333	88	6		1⅝	54"
1438	85	10		2¼	36"
1438	84	10	Long slip	3½	36"
1438	85	10	Short slip	2⅛	36"
1483	87	2	Skirt	¾	36"
			Pants	⅝	44"
			Jacket	⅞	44"
1504	87	2	Blouse	¾	36"
			Pants	¾	36"
1561	90	10		3½	36"
1563	85	2	Slip	1	36"
			Petticoat & panties	1¼	36"
1701	91	4		2⅜	36"
1702	81	4	Blouse	⅞	36"
			Skirt	1½	36"
1706	91	10		4⅜	36"
1707	82	10		3¾	36"
1707	92	10		2⅞	36"
1739	91	10		3¾	36"
1743	81	10	Blouse	1¼	36"
			Skirt	2⅝	36"
1744	76	4		1⅝	39"
1745	79	4	Dress	1⅞	36"
			Pinafore	1⅝	36"
1780	89	10		2¾	54"
1822	82	6	Skirt	1⅝	36"
			Pants	1⅞	36"
1827	86	2		1⅞	36"
1829	83	8		1⅝	36"
1858	77	10		3	36"
1861	82	10		1⅜	45"
1863	90	4		2⅛	36"
1865	87	2		1½	36"
1870	78	10	Dress	3	36"
			Contrasting jacket & bodice	1¼	36"
1896	87	2	Dress	1¼	36"
			Pinafore	1⅞	36"
1897	79	4		2¼	36"
1897	90	4		2	36"
1901	78	10		3	36"
1936	88	4	Dress	2¼	36"
			Coat	1⅜	54"
1937	80	4	Dress	1¾	36"
			Cape & dress trim	1	36"
1937	90	4	Dress & jacket	2⅜	36"
			Contrast	⅞	36"
1938	77	4	Dress	1¾	36"
			Apron & collar	1⅛	36"
1938	79	4	Dress	1⅝	36"
			Apron	¾	36"
1940	89	10	Dress	3	36"
			Coat	2⅝	54"
1941	86	2	Dress	1⅜	36"
			Coat & bonnet	1⅜	54"
1974	88	10	Dress	2¾	36"
			Jacket	1	36"
			Cummerbund	¾	36"
1975	89	10	Jacket & skirt	1⅜	54"
			Blouse	1	36"
1976	76	10	Bodice	1	39"
			Skirt & midriff	2½	39"
			Weskit	⅝	36"
1979	75	4	Dress	2¼	36"
			Weskit	½	36"
			Collar & apron	¾	36"
1980	83	6	Pants	1	36"
1980	89	6	Pants	½	54"
			Jacket	1⅛	54"
1981	80	4	Shirt	1	39"
			Pants & contrast	1⅛	39"
1981	83	4		1⅛	36"
			Pants & contrast	1¼	36"
3296	84	4	Petticoat	1⅜	35"
3296	84	4	Slip	¾	35"
4107	81	4	Blouse	⅞	35"
			Jumper	1½	39"

FOR THE "FAIR LADY" LOOK
LACE and NETS

This spring, the best in fashion calls for the soft feminine look. Lace and Net by H. BATES fit this picture perfectly. And remember...all of the H. BATES formal group of easy-to-sew fabrics are color-coordinated (lace, net, tulle, taffeta, and satin.)

See the full range of H. BATES lace patterns at your favorite fabric counter.

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H. BATES LACE #4062 SIMPLICITY PATTERN #1798

For First Communion and Confirmation

1706 — Brief button-in-back jacket to formalize a sleeveless dress of eyelet batiste. Doff-able on summer days, less formal occasions. Sizes 7-14, 35¢.

1857 — Enchanting bouffant with a flower-like scalloped overskirt. Of embroidered eyelet organdy over plain organdy by H. Bates. Sizes 7-14, 50¢.

1562 — Daintily frilled bodice on a dress with high, shaped midriff and a pretty lot of billow. Lace-loving corded checked batiste. In sizes 7-14, 35¢.

1900 — A full-skirted beauty as fresh as its floral trimming, as important as the occasion. Dainty Dotted Dot Swiss. Sizes 1-6, 35¢.

1444 — Demure tie-back dress, lacily collared. Skirt features an inverted pleat. Birdseye pique. Sizes 1-6, 35¢. Fabrics shown are by H. Bates Co. All Simplicity Patterns are printed.

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1927

A new line on Hems

From Paris, a second hemline—nine inches from the floor.
Required: about ½ yd. extra fabric.
• Left: 1927—Soft, blousing jacket, belted in; soft, pleated skirt, lowered several inches. Sizes 12-20, 50¢.
• Right: 1951—The gracious-lady dress. Featured: a simple scalloped neckline, a skirt with one deep inverted pleat and lots of soft, shallow ones. Sizes 12-20, 50¢.

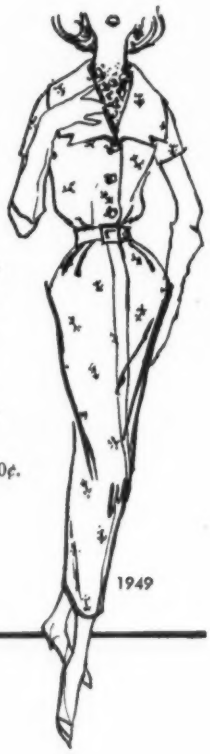
All Simplicity Patterns are printed.

1951

1920

Paris import—a hemline that prettily minces your steps. Fashions featured may be made in this length with about an extra ½ yd. of fabric.
• Left: 1920—New Dutch-boy suit with short, square-cut jacket, slightly hobbled skirt. Blouse and cummerbund included. Sizes 10-18, 50¢.
• Right: 1949—For gentle flattery, a bloused dress with sprawling notched collar. Sizes 12-20, 50¢.

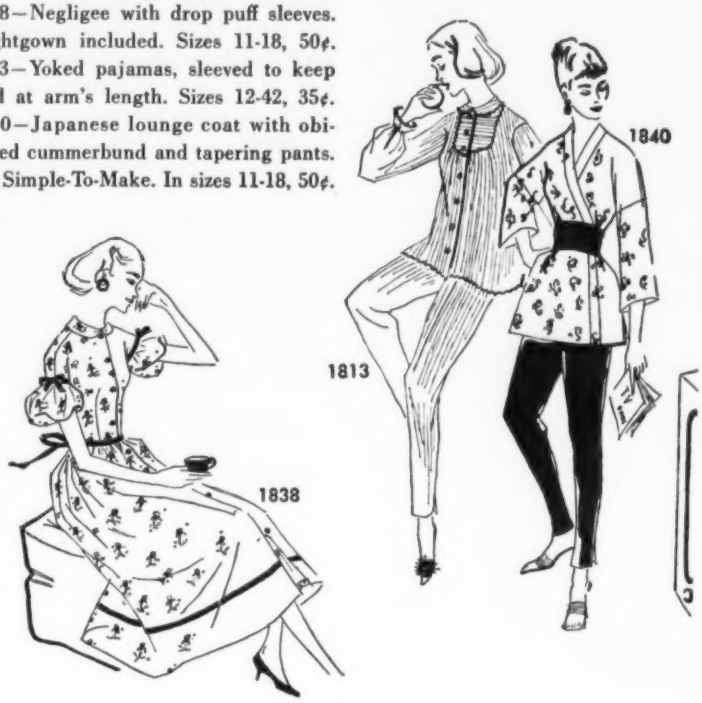
All Simplicity Patterns are printed.



1949

TV nights

Assured of excellent reception at home: 1838—Negligee with drop puff sleeves. Nightgown included. Sizes 11-18, 50¢. 1813—Yoked pajamas, sleeved to keep cold at arm's length. Sizes 12-42, 35¢. 1840—Japanese lounge coat with obi-styled cummerbund and tapering pants. It's Simple-To-Make. In sizes 11-18, 50¢.



Fashions designed for prettier viewing: 1811—The Directoire housecoat with uninterrupted back flow. Sizes 11-18, 35¢. 1806—A Chinese robe for tea and television. Simple-To-Make. Sizes 11-18, 50¢. 1812—Three-piece outfit for a relaxed hostess: torero pants, Mandarin-styled blouse, full overskirt. Sizes 11-18, 50¢.

ALL SIMPLICITY PATTERNS ARE PRINTED.

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GIVE THAT "Ready-to-Wear" LOOK TO YOUR "MADE-AT-HOME" CLOTHES

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It's now quick and easy to make dresses with Professional Technique. Exciting new methods help both home sewers and professional dressmakers. First real advance in home dressmaking in 50 years.

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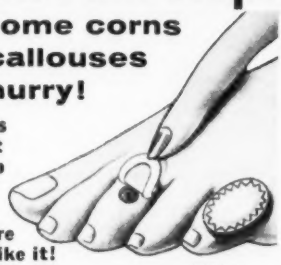
Out come corns and callouses in a hurry!

Dr. Scholl's Super-Fast Nerve-Deep Relief . . .



Never before anything like it!

No waiting when you use Dr. Scholl's Zino-pads! Just the pads *alone* on corns, callouses, bunions, sore toes, tender spots give fast *nerve-deep* relief . . . ease new or tight shoes and stop corns, callouses *before* they can develop!

Remove Corns, Callouses

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Provincial accents

Center of attraction—a two-inch belt with virtuoso embroidery effects. The strip of fabric was first backed with organdy, then embroidered on a *Singer Automatic Swing Needle Sewing Machine.* Upper and lower borders were satin-stitched with fingertip controls set at 2 bight. Between them, a sharp zigzaggy banner stitch (set at 4 bight) alternated with round bead stitch (set at 5 bight). Buckle left plain. Two-inch belt backing from *E-Z Buckle Co.*

With full skirts and dirndl dresses, a felt belt that's as gay as the Salzburg Festival. Appliqued hearts and flowers are attached to a winding machine-embroidered vine. Crisscrossed lacings of narrow ribbon, heavy yarn, or leather shoestrings may be drawn through eyelets or looped around buttons with a provincial look themselves. Leaves and trailing vine automatically embroidered on a *Necchi Supernova.* All buttons by *La Mode.*

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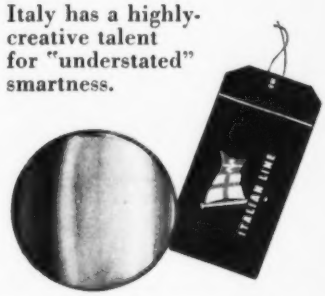

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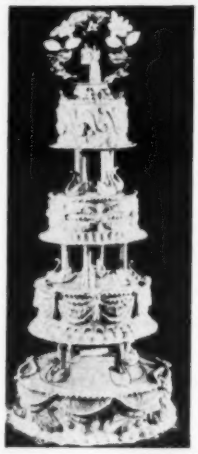

a catalog filled with everything that's needed for fancy cookery and cake decorating at home.

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Powder—blended, pressed into cake form, inserted in a compact before your very wide eyes. *Charles of the Ritz*. $2 complete.

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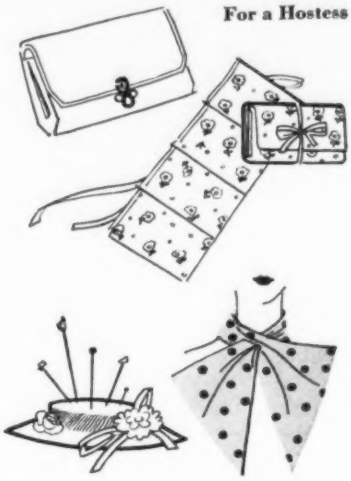
The dewier foundation with moisturizer built in. *Coty's French Formula*. $1.50. All plus tax.

Designed for giving

Highly gifted ideas that may go with a thank you note or may lead to one.

For a Hostess



1802 — From one envelope: a smart, contrast-lined clutch bag; a stocking case with three pockets and ribbon ties; a mad little hat of a pincushion, whimsically trimmed; a slotted slip-thru scarf. One size, 50¢.

For a Junior

1810 — Four young and pretty notions, any one of which would endear you to a teen or junior miss: a pert party apron, sectioned into pockets; a drawstring hat to snuggle up around pony-tails; a cummerbund to make small waists smaller; scuff slippers treated festively with an artificial flower. All of them are Simple-To-Make. One size, 35¢.

With greetings to a brand new grad or someone on your birthday list.

1801 — Lined vest, welted in front, belted in back; four-in-hand tie, fringed scarf, slippers lined to match their own travel-easy drawstring bag. Small, medium, large, according to vest and slipper sizes, 50¢.

For Father or Son

1803 — Gifts that will be received with whoops of delight by the mothers' aid corps (a pussycat apron), lovers of big families (a cuddly sock doll), young fashionplates (a tote bag and baby-doll cap, an embroidered collar). One size, 50¢.

For a Child

ALL SIMPLICITY PATTERNS ARE PRINTED.

did you see the Acrilan advertisement on page 1 of this magazine?

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Baton Rouge, La.	Goudchaux's
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Porterville, Calif.	Korte's Sewing Supplies
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San Antonio, Texas	Saenger Bros.
Santa Monica, Calif.	H. C. Henshey Co.
St. Louis, Mo.	Welek Fabrics
St. Paul, Minn.	Golden Rule
Tulare, Calif.	Korte's Sewing Supplies
Tulsa, Okla.	Brown-Duncan Co.
Tucson, Ariz.	The White House
Tuscaloosa, Ala.	Pizitz
Tyler, Texas	The Yardstick
Victoria, Texas	The Fabric Mart
Visalia, Calif.	Korte's Sewing Supplies
Washington, D. C.	The Hecht Co.
Westport, Conn.	Fashion Fabrics

Also available in other fine stores throughout the country.

SIMPLICITY PATTERNS shown: Left, 2-piece dress, #1913. Right, ensemble, #1940.

FABRIC: "Pride," jersey of 100% Acrilan by Heller, in all basic colors, at about **$2.49** a yard.

*® *acrylic fiber by Chemstrand.*

Heller jersey

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Make Dressmaking Easy! ACME A•D•J•U•S•T•A•B•L•E DRESS FORM

ADJUSTS QUICKLY AND EASILY . . . "GAINS" OR "REDUCES" WITH YOU!

SEE HOW MUCH THESE WOMEN VARY IN SIZE AND PROPORTIONS, YET

ALL 3 MADE THEIR DRESSES ON THE SAME ACME FORM

Joan Marsh, a teenager, is 5'3" tall and quite slim. She weighs 103 lbs., has a 31" bust, 23" waist, 33" hips. Her mother makes all of Joan's clothes on the Acme Form shown above—and they fit perfectly.

Joan's older sister, Ruth, is 5'4½" tall, weighs 122 lbs., has a 34" bust, 24" waist, 35½" hips. Note how the same Acme Form used for Joan's clothes adjusts so Ruth can use it for making her own dresses!

Mrs. Marsh is Ruth's height, but has a more matronly figure. She weighs 139 lbs., has a 38" bust, 30½" waist, 40" hips. See how the same Acme Form her daughters use, adjusts to duplicate Mrs. Marsh's figure!

The photographs above show more clearly than words, the amazing adjustability of the Acme Dress Form! No matter what size you are—no matter if your figure type is junior, miss, woman or half-size, your Acme Form will adjust quickly and easily to duplicate your exact measurements all ways and always. Should you gain or lose inches, your Acme Form will "gain" or "lose" with you!

Because you can fit, pin and baste your dress right on the dummy, you can see in advance how the finished dress will look. You can avoid ripping and re-sewing. You won't make time-consuming expensive mistakes.

You can create and drape your own unusual styles right on the form. You can sew for yourself, or anyone in the family, without waiting around for fitting help. You can make or alter clothes for your daughter or sister while she's away at school or work, because your Acme Form is always there when you need it, ready to save you hours of fitting time.

With an Acme you get a perfect fit in minutes! You make clothes that look lovelier and have true professional fit, yet you can make or alter a dress or any garment with far less work and *in half the usual time.*

Get Your Acme Form NOW! USE 10 DAYS WITH NO OBLIGATION • FULL MONEY-BACK GUARANTEE

Make a new dress or your whole season's wardrobe! Then if you don't agree it's as good as we say, send it back! We'll refund your $3 deposit promptly. However, we think you'll be as thrilled with your Acme as over 1,000,000 other women have been with theirs. Then, when convinced of its value, send only $2 a month until the low balance of only $12 is paid.

Acme Dress Forms have been sold for over 50 years

USE THIS HANDY FORM TO ORDER NOW!

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Easy Slide-and-Hold Action Adjusts Acme at 6 Points

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2. Shoulders glide out wider, slide in narrower. Each may be raised independently of the other.

3. Bust expands or contracts, raises or lowers to conform with your figure.

4. Waist becomes narrow or wider, lengthened or shortened in one fast motion!

5. Hips may be made larger or smaller in seconds! One hip may be raised higher than the other.

6. Height adjusts taller or shorter with a turn of the finger. No matter what length fashion decrees, your hemlines are always right with an Acme!

The Acme Adjustable Dress Form is made to last forever. Has a frame of light sturdy Duratex, covered with smooth, easy-to-pin Jersey-cloth; a strong base and backbone of iron! Every part adjusts quickly, easily, separately at finger touch—then holds position rigidly until you change it.

Swivels down to half size for easy storage.

Acme Dress Form Co., Dept. SP-26
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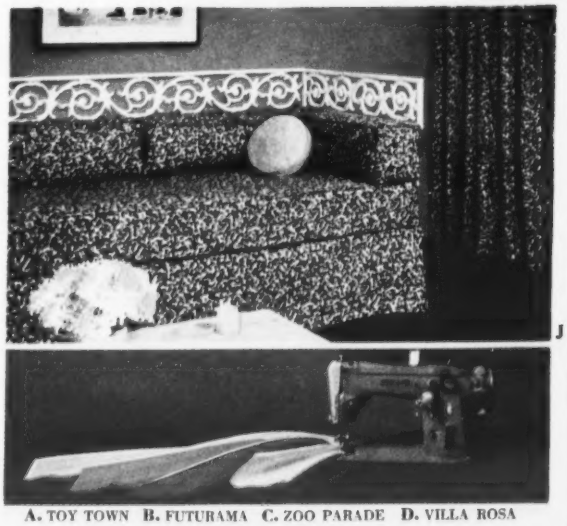

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